



Truda K. Chow Senior Consultant

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Truda Chow is a Senior Consultant with the LawVision strategy practice and has nearly twenty years' experience. She advises firms on all levels of strategy from office and practice/industry group-specific strategies to national and international strategies. Truda is uniquely placed to help firms in Asia having spent nearly a decade in Hong Kong developing and implementing Asia regional strategies for US and UK-based multinational organizations.

Truda started her career in consulting with Arthur Andersen and Hildebrandt International and moved into a global strategy position with a multinational corporation. Most recently, she was Head of Asia Strategy, Business Development and Marketing with an international UK-based law firm. Therefore, she brings a unique combination of commercial and in-house experience to guide clients through the strategic development and implementation processes.

Education

MBA, Northwestern University, Kellogg School of Management

J.D., Loyola University Chicago, School of Law

B.S., University of Illinois at Urbana-Champaign

Key Service Areas

Retreat/Meeting Facilitation

Strategy

Cultural Effectiveness Assessments

Publications

- "[State Of Texas Legal Market: It Isn't Just About Oil](#)," Law360 (August 2016)

Speaking Engagements

International:

- Chinese Law Firm Leaders Forum (Beijing & Shanghai), Keynote Speaker (Sept 2017)

Domestic:

- US-China Legal Exchange Foundation US Forum, George Washington University (2017 & 2016)

Professional Associations & Boards

- Advisory Board Member, National Asian Pacific American Bar Association Law Found Board (2016 to present)