



MEET OUR EXPERTS

Judd Hoekstra

Judd Hoekstra is one of the thought leaders at Blanchard® with over 25 years of experience leading people and organizations through change. In addition to developing leadership solutions, writing, and speaking, Judd's role as Vice President of the East US business unit for Blanchard® gives him the opportunity to put into practice the solutions he shares with clients.

He is a coauthor of the best-selling books *Leading at a Higher Level* and *Who Killed Change?* as well as Blanchard's Leading People Through Change® solution. *Crunch Time*, Judd's most recent book collaboration, reveals the secrets of how to be your best under pressure.

He received Blanchard's prestigious Founders' Award faster than anyone in the 43-year history of the company. The award recognizes Judd for his outstanding contribution to Blanchard's intellectual property. He also won Blanchard's Most Values-Led Player (MVLP) Award in 2020. Judd is frequently described by clients as kind, humble, practical, and focused on adding value in every interaction.

Judd earned his Bachelor's degree in Business Management and Marketing from Cornell University. He graduated from the Advanced Business Management Program at Northwestern University Kellogg School of Management.

"Your communication style and examples are relatable and easy to understand. Thanks for sharing your experiences. We are all better for the conversation. There was consensus from the Leadership Team and the panel on the impact of your message. I look forward to reading your book. Thank you!"

—Regional Business Director,
Pharmaceuticals