



Reva Goujon

DIRECTOR

Reva Goujon is a Director at Rhodium Group. She leads client engagement for Rhodium China's corporate advisory team and contributes to research on US-China relations, industrial policies and China's economic statecraft.

Reva has almost two decades of professional experience as a geopolitical strategist, working with business and government clients to manage risks, assess scenarios, and make informed decisions. Reva is known for her ability to watch the map move and anticipate how deep, structural forces like US-China competition, disruptive technologies, or the reorganization of global trade are forcing a rethink of corporate strategy and behavior.

Prior to joining Rhodium Group, Reva was Managing Director and Head of Strategic Intelligence at Martin+Crumpton Group, a strategic advisory and risk management consulting firm. Before that, she was Vice President of Global Analysis at Stratfor, where she led a global team of analysts and served as chief thought leader for the firm's strategic analysis, forecasting, and scenario-planning services.

Reva is a term member of the Council on Foreign Relations. She has a Bachelor's degree in government from the University of Texas at Austin and a Master's degree from the Security Studies program of the School of Foreign Service at Georgetown University in Washington, DC.