

Jules Yim, Consultant

64A Neil Road
Singapore 088834

T+65 6222 2602
F +65 6221 2808

jules.yim@cognitive-
edge.com

www.cognitive-edge.com

Jules Yim is a Consultant with Cognitive Edge and an Accredited Network Practitioner. In this role she is involved in the design, capture and analysis of client projects. She has worked with public and private sector clients in Asia-Pacific, Europe and North America.

Prior to joining Cognitive Edge as a Consultant, Jules worked in various roles in wealth management, automotive tuning, and e-commerce, all of which provided invaluable phronesis.

Jules aims to help individuals and organisations with their decision making and sense making process by getting them to embrace the complexity inherent in our world, and turn them towards naturalistic methods and SenseMaker®.

Jules was given a neo-humanistic Classical education from ages 11 – 18, took her SATs and after a 5-year hiatus from studies, is reading English Language and Literature. Her great passions are Baroque classical and symphonic metal, literature, classical studies, rugby, advocating a return to classical education and eradicating the logical fallacies of *post hoc ergo propter hoc* and *cum hoc ergo propter hoc*.