

U.S. Army Colonel Juanita Chang is an Army combat veteran and public affairs professional with over 20 years of experience derived through industry and service in the U.S. Army and Department of Defense.



In her current role as Director of Outreach for the U.S. Army, Juanita is one of three public affairs leaders in the Army's Office of the Chief of Public Affairs, responsible for the entire communications enterprise for the Army. She leads a staff of professional communicators and manages operations at field offices in New York City, Chicago and Los Angeles. She supervises Army interactions with the publishing and entertainment/film industries, interaction with Veterans' Service Organizations, professional sports outreach and requests for Army asset support.

As the Senior Military Assistant to the Assistant to the Secretary of Defense (Public Affairs), she served as a strategic communications and policy advisor for Secretary of Defense and undersecretaries. Col Chang was the senior advisor in all aspects of uniformed military matters and the communications enterprise. She performed Chief Executive Officer functions for a large, external-facing, organization that includes; Government executives, senior military officers, career civilians, political appointees and contract employees. Juanita reviewed all correspondence and other actions to include material for the Secretary of Defense, Members of Congress, other Cabinet Secretaries and the President and provide strategic advice and recommendations.

Previous to serving in the Office of the Assistant to the Secretary of Defense (Public Affairs), Juanita Chang served as the Public Affairs Advisor to the Under Secretary of the Army where she led, developed and implemented an integrated global strategic communications plan to broaden awareness of the Secretary's priorities while increasing visibility of Army programs to key stakeholders and community leaders. She cultivated strong relationships with business, technology, political and trade media and built upon traditional media relationships to convey messages in innovative approaches.

Between 2012-2014, Juanita Chang served as the Director of Communications for the 101st Airborne Division (Air Assault) and Fort Campbell, Ky where she served as senior communications advisor and spokesperson for a 30,000 personnel organization both at Fort Campbell and in Afghanistan.

In her role as the Director of Online and Social Media for the U.S. Army, between 2010-2012, Juanita wrote the Army's / Department of Defense's first handbook on the use of social media within the Army and DoD. She lectured at defense institutions of learning to educate leaders and practitioners on the policies, applications and best practices of using social media.

Between 2009-2010, Juanita served as a fellow at Fleishman Hillard, D.C., a global public relations firm, where she gained experience leading and directing large federal programs to include overseeing delivery, client management, directing all communications, managing deliverable schedules, and contract oversight.

Col Juanita Chang is a 1994 graduate of the College of the Ozarks where she earned a Bachelor of Arts in Criminal Justice. Additionally, she earned a Master of Arts in National Security Policy Studies from the National War College, National Defense University and a Master of Science in Criminal Justice from Central Missouri University.

She has served overseas in Germany, the Republic of Korea, Afghanistan and Iraq.

Her awards include Bronze Star Medal (3), Meritorious Service Medal (4), NATO Defense Service Medal, Combat Action Badge and the Army Staff Identification Badge.