

## DR. RAJNEESH CHOWDHURY

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### SYNOPSIS

Rajneesh holds a **PhD and MSc in Systems Thinking (management) and an MA in Sociology**. He is a distinguished professional with a rich background in **management consulting, social impact, business operations, and strategic impact communications**.

Rajneesh's experience has spanned **nearly two decades** and his unique blend of skills and expertise places him at a fascinating intersection of various domains. He has recently completed a year-long invited position at the Birmingham Leadership Institute (UK), where he was instrumental in designing, launching, and delivering a groundbreaking Master's program in systems thinking and leadership for the **UK civil service**.

### EXPERTISE

#### Lifelong learning

All my academic experience in India and internationally are focused on lifelong learning. I have designed and delivered programs in systems thinking, leadership, and social impact catering to a pedagogy suited to adult learners in all three formats – virtual, in-person, and hybrid. My teaching philosophy is interactive, immersive, and individualized.

#### Consulting and business development (BD)

I have worked as a management consultant (internal and external) all through my career in various industries – manufacturing, services, IT/ITeS, financial services, education, government, and semi-autonomous boards. I have always been involved in BD, most pronounced in my role as VP Market Access at The PRactice.

#### Intellectual property development

I have developed intellectual property extensively in forms of case studies, industry reports, bylines, peer-reviewed journal papers, books, and blogs. These works are based on my real-life application of systems thinking and leadership in social impact, organization development, and public relations.

#### Ecosystem mobilization and program management

Multi-stakeholder mobilization is core to my work in social impact. My work in ecosystem development is research-driven and cause-related. I have managed large programs in India and internationally working with diverse teams and third-party agencies.

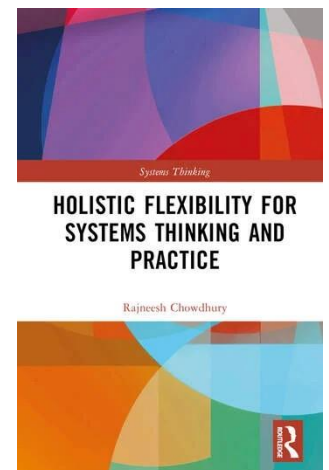
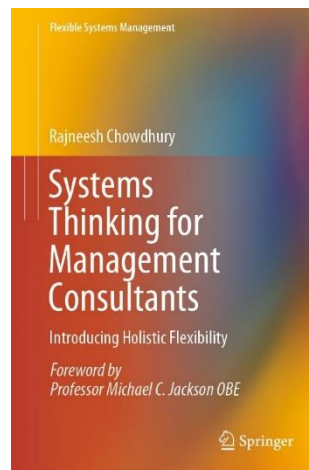
#### Strategic impact communication

Having worked in leadership position in PR, I have acquired specialist skills in reputation management and brand communication. I have developed communication-led consultancy projects for various clients.

### RELEVANT EVIDENCE

- Extensive experience in lifelong learning
  - ✓ Birmingham Leadership Institute (UK) – Instrumental in designing and delivering a groundbreaking program for the UK civil service on systems thinking and leadership
  - ✓ UK Government – currently working with the Department of Business and Trade on instilling a systemic leadership mindset in the team
  - ✓ Cambridge Education Group (UK) – Global MBA
  - ✓ University of Exeter (UK) – Systems thinking modules for the UK Cabinet Office; serve as coach to learners
  - ✓ University of Hull Business School (UK) – Systems methodologies modules
  - ✓ FORE School of Management (India) – MBA modules on the System of Systems Methodologies
  - ✓ MICA Ahmedabad (India) – Professional module on Social Impact Evaluation and Communication
  - ✓ MICA Ahmedabad (India) – Training 100 public health counsellors on behavior change communication for the Government of Odisha under the National Health Mission
- Managing complex projects with international foundations to customize and launch India-centric solutions (e.g., led the launch of two XPRIZES in India, the only two to be launched outside the US at the time. This involved team management, conflict resolution and vision convergence))
- Ability to work with multiple stakeholders to create shared value (e.g., sustainable urbanization program for UTC India in Bangalore, based on a competitive social innovation model)
- Outstanding market access capabilities (e.g., as VP at The PRactice, I led new product development, opened new revenue streams, and ventured into new geographies)

### BOOKS BY RAJNEESH CHOWDHURY (clickable links)



## PROFESSIONAL EXPERIENCE

<b>Faculty</b> <b>Birmingham Leadership Institute – University of Birmingham, Birmingham (UK)</b> <ul style="list-style-type: none"><li>• Successfully set up and launched a new MSc program for the UK civil service in April 2023</li><li>• Designed the student learning journey and educational pedagogy for mid-career learners</li><li>• Strategized a hybrid learning program and collaborated with an extended faculty for its delivery</li><li>• Served as strategic lead for the Institute’s marketing initiatives</li></ul>	<b>Sep 2022 – Nov 2023</b>
<b>Founder’s Executive Office</b> <b>RoundGlass Wellbeing, Seattle (USA) and New Delhi (India)</b> <ul style="list-style-type: none"><li>• Strategy creation and consultations for the Founder’s commercial and philanthropic initiatives</li><li>• Served as business mentor to the organization’s sports and philanthropic verticals</li><li>• Partnership strategy with stakeholders such as the government, police, and the United Nations</li><li>• Training program design and delivery for initiative leads on strategy and impact measurement</li><li>• Crafted the “wholistic wellbeing” concept and strategy with the HR and consulting teams</li></ul>	<b>Sep 2019 – Sep 2022</b>
<b>Independent Consultant</b> <b>Mumbai (India)</b> <ul style="list-style-type: none"><li>• Worked with Dasra, a leading social impact catalyst, on a project funded by the Bill and Melinda Gates Foundation, that focused on urban health and hygiene<ul style="list-style-type: none"><li>○ Talent framework for 67 implementation partners for solid waste management</li><li>○ Mapped stakeholder ecosystem for systems change identifying high leverage points</li></ul></li><li>• Designed and moderated a leadership convergence program</li><li>• Created the leadership capability building framework for stakeholders</li><li>• Engaged with UTSAH, a leading child-protection NGO based in Assam, to create the UTSAH Child Rights Fellowship, a one-of-its-kind program, to select senior level police officers and bureaucrats and build their capacity on child rights and program management</li></ul>	<b>Mar 2019 – Aug 2019</b>
<b>Vice-President Market Access</b> <b>The PRactice Public Relations, New Delhi (India)</b> <ul style="list-style-type: none"><li>• Served as leader of the business development function and ensured new client acquisition, enhanced revenue generation, and improved profitability</li><li>• Expanded markets in the US, Canada, and South-East Asia</li><li>• Managed and mentored a team of eight members</li><li>• Conceptualized, designed and launched new products and solutions for the market</li><li>• Notable projects:<ul style="list-style-type: none"><li>○ Flagship sustainable urbanization program for UTC India, based on a competitive social innovation model</li><li>○ Launch of two XPRIZES in India, the only ones to be launched outside of the US</li><li>○ Funding and communications strategy for Smile Train</li><li>○ Launched a stakeholder engagement solution (including technology platform)</li><li>○ Reconceptualize and streamline the social impact initiatives for Welspun group</li><li>○ Brand management and reputation advisory for Welspun Group and MFAR (India) including articulating the organizational vision, mission, and tagline</li></ul></li></ul>	<b>Jan 2014 – Mar 2019</b>
<b>Senior Module Lead</b> <b>Aon Hewitt, New Delhi (India)</b> <ul style="list-style-type: none"><li>• Led major projects on organization transformation, leadership development, employee engagement, total rewards, and HR process effectiveness</li><li>• Achieve revenue targets set by management</li><li>• Notable projects:<ul style="list-style-type: none"><li>○ International employee engagement intervention across five countries for GlobalLogic (now, Hitachi Ltd.) – Europe, Americas, and Asia</li><li>○ HR transformation across 27 bottling units of Coca-Cola in India</li><li>○ Multi-year engagement and leadership development lead for Honda motor company</li><li>○ HR effectiveness and culture transformation for India entity of SunLife Canada</li></ul></li></ul>	<b>Apr 2010 – Nov 2013</b>

<p><b>Senior Consultant</b> PricewaterhouseCoopers, New Delhi (India)</p> <p><b>&amp;</b></p> <p><b>Senior Consultant</b> CHR Global Consulting Services, New Delhi (India)</p> <ul style="list-style-type: none"> <li>• Carried out several projects for major Indian and multinational corporations in the space of culture &amp; values, leadership development, organization transformation, and talent identification <ul style="list-style-type: none"> <li>○ Development cycle design and implementation for HSBC</li> <li>○ Leadership talent identification and acquisition for Parle</li> <li>○ Corporate office restructuring for Crompton Greaves corporate office</li> </ul> </li> </ul>	<p>May 2008 – Apr 2010</p> <p>Feb 2007 – May 2008</p>
<p><b>Senior Researcher</b> University of Hull Logistics Institute (UHLI), Hull (UK)</p> <ul style="list-style-type: none"> <li>• Led the market research for the newly established GBP 20 Million UHLI <ul style="list-style-type: none"> <li>○ Crafting the value proposition of UHLI</li> <li>○ Qualitative and quantitative study of the market size for the education track of UHLI</li> <li>○ Market study report geared towards securing further grants for UHLI</li> </ul> </li> </ul>	<p>Mar 2006 – Sep 2006</p>
<p><b>Associate – Knowledge Transfer Partnership</b> University of Hull and National Health Service (NHS), Hull (UK)</p> <ul style="list-style-type: none"> <li>• Created an inclusive Information Systems strategy for the West Hull Primary Care Trust</li> <li>• Facilitated L&amp;D requirements for senior professionals</li> <li>• Key outcomes: <ul style="list-style-type: none"> <li>○ New organization structure advisory for a merged entity of two Primary Care Trusts</li> <li>○ Culture and values convergence between healthcare managers and clinicians</li> <li>○ Established the first multi-lingual health information system in East Yorkshire</li> </ul> </li> </ul>	<p>Mar 2004 – Mar 2006</p>
<p><b>Community Researcher (part-time)</b> Cornerhouse Voluntary Organization – National Health Service (NHS), Hull (UK)</p> <ul style="list-style-type: none"> <li>• Researched and reported on sexual health awareness and attitudes of young people in Hull</li> <li>• Promoted use of safe sex practices in vulnerable communities</li> <li>• Industry report for the NHS with the aim to secure further grant for the project</li> </ul>	<p>Mar 2003 – Feb 2004</p>
<p><b>Business Intern (professional internship)</b> Sewell Group, Hull (UK)</p> <ul style="list-style-type: none"> <li>• Support the CEO in business research</li> <li>• Supported the business plan of a school set up under a Public-Private Partnership scheme</li> </ul>	<p>Jan 2003 – Mar 2003</p>

## PRO-BONO WORK

For the last 10 years, I have been associated with UTSAH, a child rights organization in India, as a pro-bono consultant. I provide UTSAH with strategic guidance on systems change models and securing their multi-year funding from UNICEF. I serve as the consultancy sector editor of *Systems Research and Behavioral Science* (published by Wiley), the official journal of the International Federation for Systems Research. Additionally, I have provided advisory to the Micro Insurance Academy of India for integrating systems methodologies into its scheme delivery plan.

## COMMITMENT TO EDI

I respect people for who they are irrespective of their color, religion, background, sexual orientation, and gender identity. I believe that diversity brings in an advantageous edge to the culture and character of a workplace.

## EDUCATIONAL QUALIFICATIONS

Ph.D. in Management – systems thinking (Pass without revision)	University of Hull Business School (UK)	2021
M.Sc. in Management Systems (Distinction)	University of Hull Business School (UK)	2003
M.A. in Sociology (First class)	Jawaharlal Nehru University (India)	2002
B.A. (Honors) Sociology (First position)	University of Delhi (India)	2000

❖ Appointed Fellow at the Centre for Systems Studies, University of Hull Business School (UK), in 2019

## PEER-REVIEWED INTERNATIONAL PUBLICATIONS

### BOOKS

- Chowdhury, R.** [Holistic Flexibility for Systems Thinking and Practice](#). Routledge. **2024**
- Chowdhury, R.** [Systems Thinking For Management Consultants: Introducing Holistic Flexibility](#). Springer. **2019**

### JOURNAL PAPERS

- Chowdhury, R.** [Conscious Systemic Leadership](#). *Journal of Awareness-based Systems Change*. OJS/PKP. **2023**
- Chowdhury, R.,** Gregory, A. J., & Queah, M. [Creative and flexible deployment of systems methodologies for child rights and child protection through Holistic Flexibility](#). *Systems Research and Behavioral Science*. Wiley. **2023**
- Chowdhury, R.** [Holistic Flexibility for Systems Thinking as a Cognitive Skill](#). *Systemic Practice and Action Research*. Springer. **2023**
- Chowdhury, R.** [Methodological flexibility in systems thinking: Musings from the standpoint of a systems consultant](#). *Systemic Practice and Action Research*. Springer. **2022**
- Chowdhury, R.** [Holistic Flexibility for Critical Systems Thinking inspired by the Nataraja](#). *Journal of Management, Spirituality and Religion*. Taylor & Francis. **2022**
- Chowdhury, R.** [Applying VSM, SSM, and SAST for problem-structuring and problem-solving in health systems](#). *Systemist*. MDPI. **2021**
- Chowdhury, R.** [An Appreciation of Metaphors in Management Consulting from the Conceptual Lens of Holistic Flexibility](#). *Systems Research and Behavioral Science*. Wiley. **2020**
- Chowdhury, R.** & Jangle, N. [Critical Systems Thinking Towards Enhancing Community Engagement in Micro-Insurance](#). *Global Journal of Flexible Systems Management*. Springer. **2018**
- Chowdhury, R.** [Using Interactive Planning to Create a Child Protection Framework in an NGO Setting](#). *Systemic Practice and Action Research*. Springer. **2015**
- Chowdhury, R.** [Organizational Design and Firm-wide Collaboration: Retrospective Appreciation of a Change-led Consulting Intervention in India within a Systems Thinking Paradigm](#). *Systems Research and Behavioral Science*. Wiley. **2011**
- Chowdhury, R.,** Clarke, S., & Butler, R. [Healthcare IT Project Failure: A Systems Perspective](#). *Journal of Cases of Information Technology*. IGI Publishing. **2007**

### BOOK CHAPTERS

- Chowdhury, R.** [COVID-19 and Employee Wellbeing: A systemic ideation](#). In: Jena, M. (eds.), *Sociology of Covid-19 Pandemic in India*. HAR-ANAND publishing. **2022**
- Chowdhury, R.,** & Medhi, D. [E-system for Public Health in India: Towards an Architectural Framework Incorporating Illiteracy and Linguistic Diversity](#). In: Cordoba-Pachon, J.R., & Ochoa-Arias, A.E. (eds.), *Systems Thinking and E-Participation: ICT in the Governance of Society*. IGI Publishing. **2010**
- Chowdhury, R.,** & Nobbs, A. [Critical Insights into NHS Information Systems Deployment](#). In: Jemielniak, D., & Kociatkiewicz, J. (eds.), *Management Practices in High Tech Environments*. IGI Publishing. **2008**
- Chowdhury, R.** [Healthcare Knowledge Management and Information Technology: A Systems Understanding](#). In: Bali, R.K., & Dwivedi, A.N. (eds.), *Healthcare Knowledge Management: Issues, Advances and Successes*. Springer. **2007**

### EDITORIAL EXPERIENCE

- Consultancy sector editor for [Systems Research and Behavioral Science](#), the official journal of the International Federation for Systems Research. Guest Editor for Special Issue of SRBS – “[Systems Thinking for Creative and Flexible Practice](#)” **2014 – present**  
**2023**