

## RAJNEESH CHOWDHURY, PhD

*Fellow – Centre for Systems Studies (UK)*

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### SYNOPSIS

Rajneesh holds a **PhD in management**, an **MSc in Systems Thinking**, and an **MA in Sociology**. He is a distinguished professional with a rich background in **social impact, continuing education, management consulting, and organization development**. Rajneesh's experience has spanned **20+ years** and his unique blend of skills and expertise places him at a fascinating intersection of various domains. He was instrumental in designing, launching, and delivering a groundbreaking Master's program in systems thinking and leadership for the **UK civil service** at the Birmingham Leadership Institute. He is a regular **speaker at public forums** in India and internationally on systems thinking, leadership, and social impact.

### EXPERTISE

#### Systems change and social impact

Major works reflect the tenets of systems change underpinned by a specialist understanding of the fundamental concepts of systems thinking. Being formally trained in systems thinking, he brings the expertise of specialized systems methodologies and models to understand boundaries, interconnections, and emergent phenomena in social situations and development projects.

#### Social impact strategy and design

Extensive experience in strategy and design of social impact programs with a systems thinking approach. With a perspective on 'theory of change', his work focuses on achieving long-term impact without losing sight of short-term deliverables and mid-term outcomes. Projects weave in evaluation as part of the program strategy.

#### Continuing education

In-depth knowledge and experience in continuing and higher education in the public and private sectors. This includes design and delivery of programs on systems thinking, systemic leadership, general management, HR and organization development, and social impact communication.

#### Multi-stakeholder mobilization

Multi-stakeholder mobilization is core to his work. He has navigated varied stakeholder dynamics with influencing and negotiating approaches. He believes that effective social impact work lies at the intersection of multiple stakeholders.

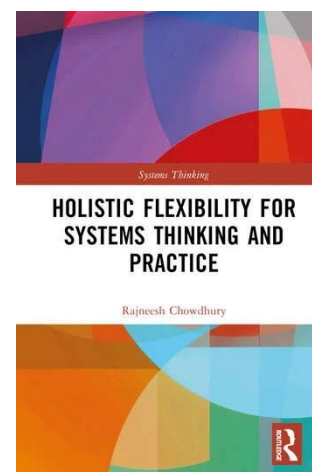
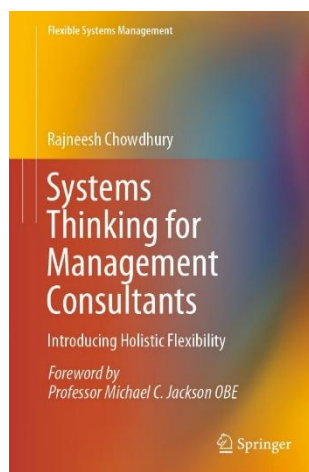
#### Business development and fundraising

Leadership roles in business development, revenue growth, and operational scaling for several years in both large and boutique advisory firms.

## RELEVANT EXPERIENCE

- ✓ Spearheaded the setting up a Centre of Excellence for leadership, served as faculty on programs for **The Convergence Foundation** managing a team of 10
- ✓ Instrumental in designing and delivering a groundbreaking MSc program for the **UK civil service** on systems thinking and leadership
- ✓ Design and delivery of programs for the Rhodes Fellowships, at the **University of Oxford (UK)**
- ✓ Launch of two **XPRIZES** in India, the first ones to be launched outside of the US
- ✓ Funding and communications strategy for **Smile Train Foundation**, focusing on child health
- ✓ Led the creation of a talent framework for 67 implementation partners for solid waste management, with **Dasra**
- ✓ Strategy lead of all philanthropic initiatives of Roundglass Foundation, a global wellbeing company, focusing on **social impact in Punjab**
- ✓ Fundraising and business development lead
- ✓ Advisor for the strategy and implementation framework for **UTSAH Child Rights** organization, leading to a multi-year UNICEF funding
- ✓ Trained 100 public health counsellors on behavior change communication for the **Govt. of Odisha**
- ✓ Led the flagship sustainable urbanization program for UTC, "**Citizens for the City**"
- ✓ Led several projects to enhance operational efficiency and effectiveness for organizations
- ✓ Guest lectures at MICA Ahmedabad, **Ashoka University, and Jindal University**
- ✓ Delivered training sessions for the UK Department of Business and Trade and the UK Cabinet Office on systems thinking (**British Government**)
- ✓ Major advisory projects on change management and **HR transformation** with the Tata Group, HSBC, Coca-Cola, JK Organisation

## BOOKS BY RAJNEESH CHOWDHURY (clickable links)



## PROFESSIONAL EXPERIENCE

<p><b>Stakeholder Stewardship</b>  <b>RoundGlass Foundation (RGF), Mohali - Punjab (India)</b></p> <ul style="list-style-type: none"> <li>• Strategy and change for full-potential donor relationships</li> <li>• Donor communication framework</li> <li>• Craft and enable RGF's theory of change across stakeholders</li> <li>• Conceptualize and articulate systemic interconnections between initiatives</li> </ul>	<p><b>Dec 2025 – continuing</b></p>
<p><b>Independent Consultant – Continuing education; Systems change</b>  <b>India:</b></p> <ul style="list-style-type: none"> <li>• <b>The Convergence Foundation:</b> Launching and serving as the officiating head for the Centre of Excellence (COE) for leadership at India Leaders for Social Sector</li> <li>• <b>Government of Odisha:</b> Training 100 public health counselors under the National Health Mission</li> <li>• <b>Gandhi Fellowship (Piramal Foundation):</b> Training 50 Gandhi Fellows on systemic leadership</li> <li>• <b>Indian Institute of Management, Lucknow:</b> Served as tutor for systems methodologies</li> <li>• <b>Young Scholars Program (Ashoka University):</b> Tutor on systems thinking for problem solving</li> <li>• <b>OP Jindal Global University:</b> Guest lectures for the School of Government and Public Policy</li> </ul> <p><b>United Kingdom:</b></p> <ul style="list-style-type: none"> <li>• <b>Rhodes Fellowship (University of Oxford):</b> Design and delivery for the Character, Services, and Leadership program</li> <li>• <b>University of Birmingham:</b> Designing, launching and delivering a one-of-its-kind master's program for the UK civil service in systems thinking and leadership.</li> <li>• <b>UK Cabinet Office:</b> Advisory on applying a systems framework to a systematic analysis of training and productivity impact in the UK by civil servants</li> <li>• <b>UK Department of Business and Trade:</b> Capability building on systems thinking, entrepreneurship</li> <li>• <b>University of Hull Business School:</b> Global MBA tutor on strategy and systems thinking</li> <li>• <b>University of Exeter:</b> Training UK civil servants on systems approaches for complexity</li> </ul>	<p><b>Dec 2023 – Oct 2025</b></p>
<p><b>Founder's Executive Office</b>  <b>RoundGlass Foundation (RGF), Seattle (USA) and New Delhi (India)</b></p> <ul style="list-style-type: none"> <li>• Strategy creation for women's empowerment, livelihoods, and youth engagement</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> </ul>	<p><b>Sep 2019 – Sep 2022</b></p>
<p><b>Dasra – Independent Consultant</b>  <b>Mumbai (India)</b></p> <p>Funded by the Bill and Melinda Gates Foundation, the project focused on designing and enabling systems change solutions in Water Sanitation and Hygiene for urban India.</p> <p>Primary outcomes:</p> <ul style="list-style-type: none"> <li>• Map stakeholder ecosystem for systems change identifying high leverage-points</li> <li>• Create the leadership capability building framework for the stakeholder ecosystem</li> <li>• Design and moderate a leadership convergence session for the Dasra team for effective teamwork and collaboration</li> </ul>	<p><b>Mar 2019 – Aug 2019</b></p>
<p><b>Vice-President Market Access</b>  <b>The PRactice Public Relations, New Delhi (India)</b></p> <p>Served as leader of the business development function and international expansion. Conceptualized, designed and launched new products and solutions for the market.</p> <p>Notable projects:</p> <ul style="list-style-type: none"> <li>• Flagship sustainable urbanization program for UTC India</li> <li>• Launch of two XPRIZES in India, the first ones to be launched outside of the US</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)</li> </ul>	<p><b>Jan 2014 – Feb 2019</b></p>

**Senior Consultant**  
**Aon Hewitt, New Delhi (India)**

**Apr 2010 –  
Nov 2013**

Notable projects:

- Winning and onboarding of the BK Birla Group for a complete organization transformation
- Leadership and culture – Honda India, Pitney Bowes, Tata Chemicals, Yamaha, The Park Hotels
- Winning and delivery of employee engagement interventions – JCB, Honda Power; delivery of engagement interventions – Essar Group, Global logic (across six countries)
- Compensation and total rewards for Monnet Ispat (Jindal Group)
- Organization transformation – Uttam Galva Ltd, JK Organisation
- HR process effectiveness – Sunlife India, Hindustan Coca Cola Beverages

**Senior Consultant**  
**PricewaterhouseCoopers, New Delhi (India)**

**Feb 2007 –  
Apr 2010**

Notable projects:

- Winning and onboarding of Spice Group for a culture & values integration intervention
- Winning and onboarding of The PRactice for a leadership development and culture & values integration intervention
- Winning and onboarding of Daikin India for an organization transformation intervention
- Organization transformation – Jaypee Group, McNally Bharat, Crompton Greaves, Trident Group
- Leadership development – American Express, GENPACT, HSBC, Business Standard

**Researcher, Associate – Knowledge Transfer Partnership**  
**University of Hull and National Health Service (NHS), Hull (UK)**

**Mar 2003 –  
Sep 2006**

Key responsibilities:

- New organization structure advisory for a merged entity of two Primary Care Trusts
- Culture and values convergence between healthcare managers and clinicians
- Establishment of the first multi-lingual health information portal in East Yorkshire
- Implementation of patient information streamlining system for the largest cardiac clinic in the City-of-Hull, through implementation of socio-technical concepts & process mapping
- Conceptualized an electronic public health solution for India using flexible systems in collaboration with the University of Missouri Kansas City (USA).
- Participant in the research-exchange program with Tokyo Institute of Technology, Japan
- Conducted two regional conferences on healthcare management attracting 250 delegates

This experience was preceded by my work during Mar 2003 to Nov 2004 as a Research Associate, funded by the NHS, for health awareness and behavior change communication in hull, UK.

## **PRO-BONO WORK**

For the last 13 years, I have been associated with UTSAH, a child rights organization in India, as a pro-bono consultant.

## **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 an advantageous edge to the culture and character of a workplace.

## **EDUCATIONAL QUALIFICATIONS**

Ph.D. in Management – systems thinking and management	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

## **ACAMEDIC RECOGNITIONS**

- Appointed Fellow at the Centre for Systems Studies, University of Hull Business School (UK) **2019**
- Consultancy sector editor for *Systems Research and Behavioral Science* (SRBS), the official journal of the International Federation for Systems Research **2015 – 2025**
- Guest Editor for Special Issue of SRBS – “Systems Thinking for Creative and Flexible Practice” **2023**

## 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

Jackson, M.C., Lloyd, M., & **Chowdhury, R.** [A life of systems thinking](#). *Systems Research and Behavioral Science*. Wiley. **2025**

**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 Changed 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**

### WORKS IN PROGRESS

**Chowdhury, R.** [The Evolution of Systems Thinking and Leadership Studies over the last 100 Years](#). *Systems Research and Behavioral Science*, Wiley.

**Chowdhury, R.** [Conscious Systemic Leadership as Embodies in the Lifeworks of Vandana Shiva](#). *Journal of Management, Spirituality, and Religion*. Ingenta.

**Expected –  
2026**