DR. RAJNEESH CHOWDHURY
Fellow – Centre for Systems Studies (UK)
New Delhi, India
T: +91.9958628811; E: RajneeshChowdhury@gmail.com
W: www.RajneeshChowdhury.com

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, higher 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 (University of Birmingham, UK). 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

My work reflects the tenets of systems change underpinned by a specialist understanding of the fundamental concepts of systems science. Being formally trained in systems thinking, I bring the expertise of specialized systems methodologies and models to understand boundaries, interconnections, and emergent phenomena in social situations and development projects.

Strategy and design

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

Multi-stakeholder mobilization

Multi-stakeholder mobilization is core to my work. I have dealt with varied stakeholder dynamics with influencing and negotiating approaches. I believe that effective social impact work lies at the intersection of multiple stakeholders.

Strategic communication

Having worked in a leadership position in a PR firm, I have acquired specialist skills in reputation management and brand communication. I bring a systemic understanding of creating stakeholder impact through communication.
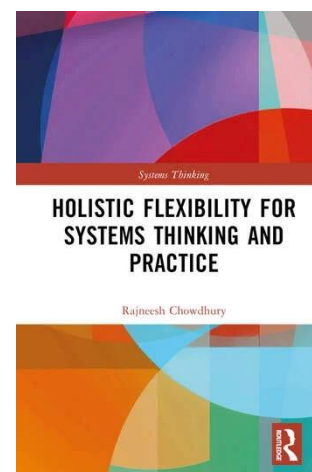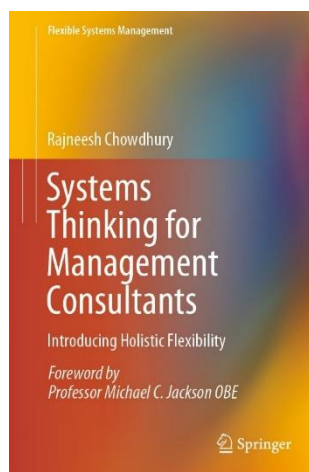
Business development and fundraising

I bring extensive experience and expertise in business development, revenue growth, and operational scaling with several years in playing a lead role in advisory businesses at major professional services firms.

SOCIAL IMPACT EXPERIENCE

- ✓ Spearheaded the setting up a Centre of Excellence for leadership and served as faculty on programs for ILSS managing a team of 10 colleagues
- ✓ Instrumental in designing and delivering a groundbreaking MSc program for the UK civil service on systems thinking and leadership
- ✓ Launch of two XPRIZEs in India, the only 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
- ✓ Provided strategic fundraising messaging and pitches for UTSAH Child Rights NGO, RoundGlass Foundation, and India Leaders for Social Sector (ILSS)
- ✓ Led the flagship sustainable urbanization program for UTC, "Citizens for the City"
- ✓ Led several projects to enhance operational efficiency and effectiveness for companies
- ✓ Guest lectures on PR and communications for social impact with MICA Ahmedabad
- ✓ Guest lectures on sustainable development at 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)

BOOKS BY RAJNEESH CHOWDHURY (clickable links)

PROFESSIONAL EXPERIENCE

Stakeholder Stewardship **RoundGlass Foundation (RGF), Mohali - Punjab (India)** • Craft and enable RGF's theory of change for stakeholders across donors, partners, media • Conceptualize and articulate systemic interconnections in initiatives • Strategic donor communication	**Nov 2025 –** **continuing**
Independent Consultant **India:** • *The Convergence Foundation:* Launching and serving as the officiating head for the Centre of Excellence (COE) for leadership at India Leaders for Social Sector • *Government of Odisha:* Training 100 public health counselors under the National Health Mission • *Gandhi Fellowship (Piramal Foundation):* Training 50 Gandhi Fellows on systemic leadership • *Indian Institute of Management, Lucknow:* Served as tutor for systems methodologies • *Young Scholars Program (Ashoka University):* Tutor on systems thinking for problem solving • *OP Jindal Global University:* Guest lectures for the School of Government and Public Policy **United Kingdom:** • *Rhodes Fellowship (University of Oxford):* Tutor for the module on character, services, and leadership program • *University of Birmingham:* Designing, launching and delivering a one-of-its-kind master's program for the UK civil service in systems thinking and leadership. • *UK Cabinet Office:* Advisory on applying a systems framework to a systematic analysis of training and productivity impact in the UK by civil servants • *UK Department of Business and Trade:* Capability building for the small business and entrepreneurship team on systems thinking and entrepreneurship • *University of Hull Business School:* Global MBA tutor on strategy and systems thinking • *University of Exeter:* Training UK civil servants on systems approaches for complexity	**Dec 2023 –** **Oct 2025**
Assistant Professor *(Contract)* **Birmingham Leadership Institute – University of Birmingham, Birmingham (UK)** • Successfully set up and launched a new MSc program for the UK civil service in April 2023 • Designed the student learning journey and educational pedagogy for mid-career learners • Strategized a hybrid learning program and collaborated with an extended faculty for its delivery	**Sep 2022 –** **Nov 2023**
Founder's Executive Office **RoundGlass Foundation, Seattle (USA) and New Delhi (India)** • Strategy creation for women's empowerment, livelihoods, and youth engagement • Served as business mentor to the organization's sports and philanthropic verticals • Partnership strategy with stakeholders such as the government, police, and the United Nations • Training program design and delivery for initiative leads on strategy and impact measurement	**Sep 2019 –** **Sep 2022**
Dasra – Independent Consultant **Mumbai (India)** • 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	**Mar 2019 –** **Aug 2019**

Vice-President Market Access
The PRactice Public Relations, New Delhi (India)
• Served as leader of the business development function and international expansion
• Conceptualized, designed and launched new products and solutions for the market
• Notable projects:
   ○ Flagship sustainable urbanization program for UTC India
   ○ Launch of two XPRIZEs in India, the only ones to be launched outside of the US
   ○ Launched a stakeholder engagement solution (including technology platform)
   ○ Reconceptualize and streamline the social impact initiatives for Welspun group
   ○ Brand management and reputation advisory for Welspun Group and MFAR (India)
	Jan 2014 –
	Feb 2019

Senior Consultant Aon Hewitt, New Delhi (India) • Led major projects on organization transformation, leadership development, employee engagement, total rewards, and HR process effectiveness • Achieve revenue targets set by management (business development) • Projects in employee engagement, HR transformation, leadership development, HR effectiveness	Apr 2010 – Nov 2013

Senior Consultant
PricewaterhouseCoopers, New Delhi (India)
&
Senior Consultant
CHR Global Consulting Services, New Delhi (India)
• Carried out several projects for major Indian and multinational corporations in the space of culture & values, leadership development, organization transformation, and talent identification
   o Development cycle design and implementation for HSBC
   o Leadership talent identification and acquisition for Parle
   o Corporate office restructuring for Crompton Greaves corporate office
	May 2008 – Apr 2010
	
	Feb 2007 – May 2008

Research Assistant
University of Hull Logistics Institute (UHLI), Hull (UK)
• Led the market research for the newly established GBP 20 Million UHLI
   o Crafting the value proposition of UHLI
   o Qualitative and quantitative study of the market size for the education track of UHLI
   o Market study report geared towards securing further grants for UHLI
	Mar 2006 – Sep 2006

Associate – Knowledge Transfer Partnership
University of Hull and National Health Service (NHS), Hull (UK)
• Primary responsibility involved creating an inclusive Information Systems strategy for West Hull Primary Care Trust for the realisation of a larger IT programme introduced by the UK Government
• Key activities included:
   o New organization structure advisory for a merged entity of two Primary Care Trusts
   o Culture and values convergence between healthcare managers and clinicians
   o Establishment of the first multi-lingual health information portal in East Yorkshire
   o Conceptualized an electronic Public Health solution for India using flexible systems in collaboration with the University of Missouri Kansas City (USA).
   o Selected for a research-exchange program with Tokyo Institute of Technology, Japan
   o Conducted two regional conferences on healthcare management with 250+ delegates
• This experience was preceded by my work as a research asscoate, funded by the NHS, for sexual health awareness and behavior change communication in Hull, UK.
	Mar 2003 – Mar 2006

PRO-BONO WORK

For the last 11 years, I have been associated with UTSAH, a child rights organization in India, as a pro-bono consultant. During 2015-2025, I have served as the consultancy sector editor of *Systems Research and Behavioral Science* (published by Wiley), the official journal of the International Federation for Systems Research.

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 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

❖ 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	
Jackson, M.C., Lloyd, M., & **Chowdhury, R.** A life of systems thinking. *Systems Research and Behavioral Science.* Wiley. **Chowdhury, R.** Conscious Systemic Leadership. *Journal of Awareness-based Systems Change*. OJS/PKP.	**2025**
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"	**2015 – 2025** **2023**