

## DR. RAJNEESH CHOWDHURY

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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**, **management consulting**, **higher education**, and **business operations**. Rajneesh's experience has spanned **21 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.

#### Program management

I have delivered several large programs working with teams from different cultures and in multiple geographies. I have held roles of both being a program director and a specialist track lead.

## RELEVANT DEVELOPMENT SECTOR EXPERIENCE

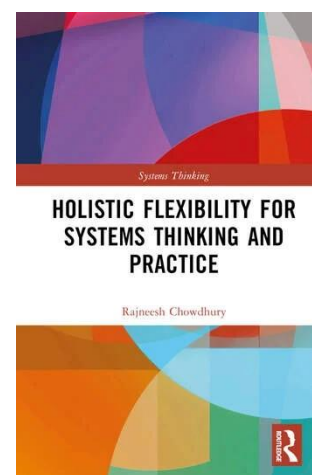
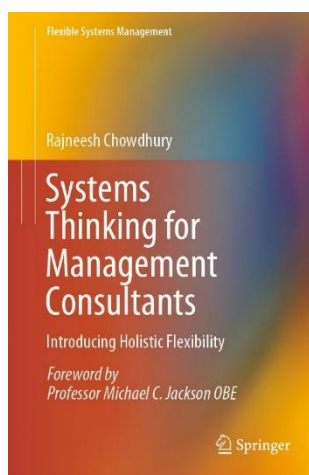
### India experience

- ✓ India Leaders for Social Sector – Setting up a Centre of Excellence for leadership; faculty on programs
- ✓ Government of Odisha – Trained 100 public health counsellors on behavior change communication
- ✓ Talent framework for 67 implementation partners for solid waste management, under a Gates Foundation funded urban sanitation program
- ✓ Lead for a flagship sustainable urbanization program for UTC under the banner of "Citizens for the City"
- ✓ Strategy and implementation framework for UTAH Child Rights organization leading to a multi-year UNICEF funding
- ✓ Launch of two XPRIZES in India, the only ones to be launched outside of the US
- ✓ Funding and communications strategy for Smile Train
- ✓ Lead for a stakeholder engagement solution (including tech platform) for effective public relations
- ✓ Strategy lead of all philanthropic initiatives of RoundGlass, a global wellbeing company
- ✓ Ashoka University – Guest lectures on systems thinking and sustainable development
- ✓ OP Jindal Global University – Guest lecture on 'systems thinking for leadership practice'

### UK experience

- ✓ University of Birmingham – Instrumental in designing and delivering a groundbreaking MSc program for the UK civil service on systems thinking and leadership
- ✓ University of Hull Business School – Tutor for the Global MBA module on strategy and innovation
- ✓ University of Exeter – Delivered Systems thinking modules for the UK Cabinet Office
- ✓ UK Government – Delivered training sessions for the Department of Business and Trade and the Cabinet Office on systems thinking and leadership

## BOOKS BY RAJNEESH CHOWDHURY (clickable links)



## PROFESSIONAL EXPERIENCE

<b>Independent Consultant</b> <b>Acting Head, Centre of Excellence (COE) for Leadership</b> <b>India Leaders for Social Sector – The Convergence Foundation, New Delhi (India)</b> <ul style="list-style-type: none"> <li>Conceptualize and launch a new COE with a focus on intellectual property</li> <li>Oversee the delivery of ILSS' flagship programs and launch new programs</li> <li>Actively lead ecosystem mobilization to launch the COE</li> </ul> <b>Other projects delivered as an Independent Consultant (India and the UK)</b> <ul style="list-style-type: none"> <li>Advisory to the UK Cabinet Office on applying a systems framework to a systematic analysis of training and productivity in the UK civil service</li> <li>Capability building of the UK Department of Business and Trade (small business and entrepreneurship team) in systems thinking and entrepreneurship</li> <li>Global MBA Tutor for the University of Hull Business School</li> <li>Training 100 public health counsellors of the Government of Odisha (India), under the National Health Mission, on behavior change communication</li> </ul>	<b>December 2023 – continuing</b>
<b>Faculty (Contract)</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> </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> </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</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</li> <li>Launch of two XPRIZES in India, the only 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> </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>Employee engagement, HR transformation, leadership development, HR effectiveness, culture transformation</li> </ul> </li> </ul>	<b>Apr 2010 – Nov 2013</b>

<b>Senior Consultant</b> <b>PricewaterhouseCoopers, New Delhi (India)</b> <b>&amp;</b> <b>Senior Consultant</b> <b>CHR Global Consulting Services, New Delhi (India)</b> <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>	<b>May 2008 – Apr 2010</b>  <b>Feb 2007 – May 2008</b>
<b>Senior Researcher</b> <b>University of Hull Logistics Institute (UHLI), Hull (UK)</b> <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>	<b>Mar 2006 – Sep 2006</b>
<b>Associate – Knowledge Transfer Partnership</b> <b>University of Hull and National Health Service (NHS), Hull (UK)</b> <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>	<b>Mar 2004 – Mar 2006</b>
<b>Community Researcher (part-time)</b> <b>Cornerhouse Voluntary Organization – National Health Service (NHS), Hull (UK)</b> <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>	<b>Mar 2003 – Feb 2004</b>
<b>Business Intern (professional internship)</b> <b>Sewell Group, Hull (UK)</b> <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>	<b>Jan 2003 – Mar 2003</b>

## 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. 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

<b>Chowdhury, R.</b> <a href="#">Holistic Flexibility for Systems Thinking and Practice</a> . Routledge.	<b>2024</b>
<b>Chowdhury, R.</b> <a href="#">Systems Thinking For Management Consultants: Introducing Holistic Flexibility</a> . Springer.	<b>2019</b>

### JOURNAL PAPERS

Jackson, M.C., Lloyd, M., & <b>Chowdhury, R.</b> <a href="#">A life of systems thinking</a> . <i>Systems Research and Behavioral Science</i> . Wiley.	<b>2025</b>
<b>Chowdhury, R.</b> <a href="#">Conscious Systemic Leadership</a> . <i>Journal of Awareness-based Systems Change</i> . OJS/PKP.	
<b>Chowdhury, R.</b> , Gregory, A. J., & Queah, M. <a href="#">Creative and flexible deployment of systems methodologies for child rights and child protection through Holistic Flexibility</a> . <i>Systems Research and Behavioral Science</i> . Wiley.	<b>2023</b>
<b>Chowdhury, R.</b> <a href="#">Holistic Flexibility for Systems Thinking as a Cognitive Skill</a> . <i>Systemic Practice and Action Research</i> . Springer.	<b>2023</b>
<b>Chowdhury, R.</b> <a href="#">Methodological flexibility in systems thinking: Musings from the standpoint of a systems consultant</a> . <i>Systemic Practice and Action Research</i> . Springer.	<b>2022</b>
<b>Chowdhury, R.</b> <a href="#">Holistic Flexibility for Critical Systems Thinking inspired by the Nataraja</a> . <i>Journal of Management, Spirituality and Religion</i> . Taylor & Francis.	<b>2022</b>
<b>Chowdhury, R.</b> <a href="#">Applying VSM, SSM, and SAST for problem-structuring and problem-solving in health systems</a> . <i>Systemist</i> . MDPI.	<b>2021</b>
<b>Chowdhury, R.</b> <a href="#">An Appreciation of Metaphors in Management Consulting from the Conceptual Lens of Holistic Flexibility</a> . <i>Systems Research and Behavioral Science</i> . Wiley.	<b>2020</b>
<b>Chowdhury, R.</b> & Jangle, N. <a href="#">Critical Systems Thinking Towards Enhancing Community Engagement in Micro-Insurance</a> . <i>Global Journal of Flexible Systems Management</i> . Springer.	<b>2018</b>
<b>Chowdhury, R.</b> <a href="#">Using Interactive Planning to Create a Child Protection Framework in an NGO Setting</a> . <i>Systemic Practice and Action Research</i> . Springer.	<b>2015</b>
<b>Chowdhury, R.</b> <a href="#">Organizational Design and Firm-wide Collaboration: Retrospective Appreciation of a Change-led Consulting Intervention in India within a Systems Thinking Paradigm</a> . <i>Systems Research and Behavioral Science</i> . Wiley.	<b>2011</b>
<b>Chowdhury, R.</b> , Clarke, S., & Butler, R. <a href="#">Healthcare IT Project Failure: A Systems Perspective</a> . <i>Journal of Cases of Information Technology</i> . IGI Publishing.	<b>2007</b>

### BOOK CHAPTERS

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

### EDITORIAL EXPERIENCE

Consultancy sector editor for <a href="#">Systems Research and Behavioral Science</a> , the official journal of the International Federation for Systems Research. Guest Editor for Special Issue of SRBS – “ <a href="#">Systems Thinking for Creative and Flexible Practice</a> ”	<b>2014 – present</b>
	<b>2023</b>