



# CHITRA RAGAVAN

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## PROFESSIONAL HISTORY

**Founder and CEO** | Goodstory Consulting, 2019 – Present  
**Advisory Board Member** | Alice's Table, 2016 – Present  
**Chief Strategy Officer / Chief Communications Officer** | Gem, 2017 – 2019  
**Senior Counselor to the CEO** | Palantir Technologies, 2007 – 2015  
**Chief Legal Affairs Correspondent** | US News & World Report, 1998 – 2007  
**Correspondent** | NPR, 1993 – 1998



**CHITRA RAGAVAN** is the Founder and CEO of Goodstory, an advisory firm with expertise in business narrative development and strategic storytelling. Goodstory is the first of its kind focused on advising technology companies. The firm specializes in partnering with startups to formulate long-term business strategies that result in sustainable companies with a durable competitive edge.

Chitra is dedicated to helping these companies move the world forward through their products. She is equally dedicated to identifying ways to erase the gender gap in venture funding for women entrepreneurs.

Drawing on 20 years as a journalist at major news outlets such as *NPR* and *US News & World Report*, Chitra offers unparalleled skill in shaping captivating stories that engross and influence audiences to achieve strong business outcomes. She covered some of the biggest stories of the day including the 9/11 terrorist attacks, thoughtfully investigating and reporting on highly sensitive topics. A deep background in journalism now serves her well as she creates finely honed narratives for tech industry companies.

Over the last decade Chitra has built a reputation as a thought leader in tech startup advising, most recently guiding the CEO of Palantir Technologies for eight years and the CEO of crypto startup Gem for two years. During that time, she discovered her true passion—transformational brand design and execution. In the high-stakes, deeply competitive world of technology, new ventures frequently come and go. The startups that thrive have a clear product vision and a compelling, consistent business narrative woven into the fabric of the company, from its leaders to its employees and everyone in between. Chitra helps founders and CEOs define their narrative and bring their products to life.

As of 2017, less than 3% of venture capital funding went to women-led companies. That's a dynamic Chitra wants to change. Having directed an all-women team at Gem and cultivated a keen interest in mentoring aspiring female leaders, founders, and CEOs, this is an area Chitra wants to continue focusing on as she grows Goodstory.

As an asymmetric thinker, Chitra possesses abilities derived from her two unique career paths. This uncommon perspective allows her to competitively position and distinguish companies from others in the marketplace in unique ways, which is what sets Goodstory apart from traditional public relations, marketing, and crisis management firms.

Aside from her role as Founder and CEO of Goodstory, Chitra hosts her own podcast [When It Mattered](#) and is regular contributor to leadership forums and discussions including the [Becker Leadership Podcast](#) and [Thrive Global](#). Her professional background is complemented by a master's degree in journalism and a bachelor's degree in biochemistry and biology.