



# CHITRA RAGAVAN

STRATEGIC ADVISOR TO CEOs, BOARDS & INVESTORS

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## PROFESSIONAL SUMMARY

Forward-thinking strategic advisor and right-hand to founders and CEOs with a passion for transformational design and execution. Background includes more than a decade of success in driving integrated brand and business development strategies, narrative building, and storytelling for technology startups. Specialize in partnering with startup leaders to create long-term business strategies to fuel sustainability and durable competitive edge. Former journalist who has covered high-profile events such as the 9/11 terrorist attacks for notable news outlets including *NPR* and *US News & World Report*. Help corporate boards and investors with strategic positioning of portfolio companies. Asymmetric thinker drawing on unique dual-career path to develop solutions beyond those offered by traditional PR, marketing, and crisis management firms to distinguish companies from competitors in the marketplace and create one-of-a-kind mission-oriented brands.

## EXPERTISE

- » Strategic Positioning
- » Technology Startups
- » Strategic Narrative Development
- » Board & Investor Relations
- » Strategic Communications
- » Corporate Social Responsibility
- » Women-Owned Startups
- » Leadership & Mentoring

## PROFESSIONAL EXPERIENCE

### GOODSTORY

2019 - Present

#### FOUNDER AND CEO

Launched advisory firm to help enterprises make a positive impact on the world. Focus on strategic narrative development for technology companies, helping founders and CEOs establish compelling, unified corporate story to bring their products to life and build winning cultures. Partner with startups to craft long-term business strategies. Assist venture capital firms and company boards with narrative management and strategic guidance for their portfolio companies, providing insights to identify promising startups and illuminating ways to close the gender gap in venture funding for women entrepreneurs.

- » Core clients include technology company founders and CEOs, venture capital firms, and company boards.
- » Focus areas span artificial intelligence / robotics, media platforms (news / digital content), cryptocurrency / blockchain technology, transportation, women-owned and women's health technology startups, and leadership.

### GEM

2017 - 2019

#### CHIEF STRATEGY OFFICER / CHIEF COMMUNICATIONS OFFICER

Served as right-hand to the CEO and collaborated closely to drive nearly all aspects of company growth, handling many time-sensitive, high-pressure challenges requiring agility, adaptability, and patience. Transformed CEO's vision and ideas into actionable plans. Led marketing, communications, and people operations divisions, maintaining level head during high-stakes periods including multiple product pivots and launches. Helped manage board, investor, and client relationships and communications.

- » Orchestrated company's evolution from enterprise software to consumer-focused cryptocurrency portfolio app.
- » Shaped and executed winning strategy supporting precedent-setting cryptocurrency trademark lawsuit against a cryptocurrency company that infringed on Gem's name and logo; settled suit in Gem's favor.

- » Drove engaging content and influencer strategy for social media channels and website in addition to creating compelling original content such as podcast / video series and blog.
- » Hosted 10-part crypto podcast and video interview series "Running with Unicorns," with crypto influencers.
- » Increased employee retention during multiple product and strategic pivots through assembling collaborative team, fostering culture where employees take ownership and pride in their work, and encouraging deep communication.
- » Earned more than 200 pieces of press coverage, including in major publications such as *TechCrunch* and *Forbes*, with millions of unique views for enterprise blockchain platform and crypto portfolio app.
- » Mentored and supported entire team of engineers and non-engineers while building cadre of female leaders in a nearly 50%-female company within a largely male-dominated industry.

**PALANTIR TECHNOLOGIES**

2007 - 2015

**SENIOR COUNSELOR TO THE CEO**

Advised and closely interfaced with CEO while guiding executive team, engineers, and the company at large, directing multiple high-profile projects across business divisions. Contributed to developing several new business verticals, forming and sustaining strategic business and policy relationships around the world within government and commercial sectors, and devising high-profile, technology-for-good philanthropy strategy that resulted in global goodwill, many open doors, plethora of positive press, and powerful recruiting messaging. Mentored engineers and female leaders within organization.

- » Played central role in forming and managing company's unique mission-oriented brand along with discovering new revenue streams.
- » Boosted awareness of Palantir's unique capabilities among American allies by implementing commercial diplomacy initiatives and engaging with US Ambassadors globally.
- » Formed company's corporate social responsibility framework which became key element in core brand; executed many philanthropic deployments.

**US NEWS & WORLD REPORT**

1998 - 2007

**CHIEF LEGAL AFFAIRS CORRESPONDENT**

Recognized as one of the top investigative reporters known for unrivaled integrity and accuracy. Developed groundbreaking features and authored and co-authored nearly a dozen cover stories.

- » Created in-depth profiles of the nation's top crime-busters, 3-part investigation into problems within US Secret Service, corruption among defense contractors and their dealings with members of Congress, and exposé of Chinese espionage tactics via award-winning profile of Chinese triple agent.
- » Reported on September 11, 2001 terrorist attacks and aftermath as well as the pioneering work of 9/11 Commission and creation of Department of Homeland Security.

**NPR**

1993 - 1998

**CORRESPONDENT**

Appointed as on-air correspondent on Science desk and then National desk. Served as freelance correspondent for 5 years prior to joining NPR full-time, creating almost a decade of original and high-profile content for the national network.

- » Reported on President Clinton's healthcare reform package, giving listeners behind-the-scenes access and focusing on the frenetic, often secretive, lobbying on Capitol Hill around controversial, high-stakes piece of proposed legislation.
- » Covered major health and science breakthroughs and controversies including AIDS epidemic, efforts which culminated in 7-part documentary series about AIDS in India.
- » Reported extensively on national security, law enforcement, terrorism, and legal issues including Paula Jones and Monica Lewinsky scandals, President Clinton's impeachment, and continuous onslaught of major breaking news.

**BOARD EXPERIENCE**

Angel Investor / Advisory Board Member  
Alice's Table, 2016 - Present

**EDUCATION**

Master of Arts in Journalism | The University of Georgia  
Bachelor of Science in Biochemistry and Biology | University of Mumbai