

Vichi Jagannathan

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SUMMARY

Social entrepreneur and educator focused on applying innovation tools such as human-centered design, systems thinking, and applied research to address complex societal challenges and drive systemic change.

EDUCATION

Master of Business Administration (MBA) 2015 - 2017

Yale School of Management, Yale University, New Haven, CT

- Honors: Forté Fellowship; Harley Lippman Entrepreneurial Internship Fund Award

Master of Science (MS), Electrical Engineering 2010 - 2011

Stanford University, Stanford, CA

- Honors: National Science Foundation Graduate Research Fellowship

Bachelor of Science in Engineering (BSE), Electrical Engineering 2006 - 2010

Princeton University, Princeton, NJ

- Honors: Cum Laude

PROFESSIONAL EXPERIENCE

Co-Founder and Co-CEO, Rural Opportunity Institute

Tarboro, NC

2017 - present

- Conducted human-centered design and systems mapping research with over 1000 community members in rural North Carolina to understand root causes of trauma and inequitable systems and identify leverage points for collective action.
- Manage a team of five and a community collaborative of over 3000 residents to design and implement trauma-informed interventions in rural, community settings.
- Develop vision & strategy, and manage programs, partnerships, fundraising, & talent for a startup nonprofit with a \$1.5 million+ annual budget.
- Mentored over 20 undergraduate and graduate students to complete internships and practica focused on applied design thinking and social innovation projects.
- Awards: Blue Cross Blue Shield Strengthen North Carolina Award; New Profit Health Equity Fellowship; TFA Arthur & Toni Rembe Rock Social Innovation Award; Camelback Ventures Fellowship.

**Adjunct Assistant Professor, University of North Carolina Gillings School of Global Public Health
Chapel Hill, NC** **2020 - present**

- Teach HBEH 748: Design Thinking for the Public Good, required for interdisciplinary students pursuing the Graduate Certificate in Innovation for the Public Good (CIPG).
- Co-created the course by engaging UNC faculty who teach design thinking, design thinking leads at peer institutions, design thinking experts in the field, and UNC students. Received above-average student evaluation ratings compared to both the department & university.
- Guest lecture on design thinking & systems thinking for several undergraduate and graduate courses.
- Mentored 16+ MPH students completing their year-long Master's Capstone project.

Co-Founder, MyHealthEd, Inc.
Chapel Hill, NC **2016 - 2019**

- Conducted human-centered design research and prototyping sessions with over 400 teens to develop Real Talk, a mobile iOS app that delivers sex education to teens in rural and low-resource communities using storytelling. Real Talk has been downloaded over 13000 times in over 100 countries.
- Managed marketing & social media strategy that gathered over 10,000 app downloads and 1000 story submissions from teens.
- Raised over \$500K from Power to Decide, the U.S. Office of Adolescent Health, and Google.org and was featured in Teen Vogue, Fast Company, and Smithsonian Magazine.
- Awards: Forbes 30 under 30 for Social Entrepreneurship, Aetna Foundation Prize for Health Equity Innovation, Fast Forward accelerator, Uncharted Visible Connect accelerator.

**Regional Director, Microsoft TEALS (Technology Education and Literacy in Schools)
San Francisco, California** **2013 - 2015**

- As the sole program employee in California, grew computer science teacher training program from serving 10 high schools in California in 2013 to serving 34 in 2015, and increased student enrollment in TEALS computer science classes by over 400% in the same time frame to reach over 2400 students in 2015.
- Formed partnerships with government and tech industry leaders to recruit volunteer teachers from over 60 companies, increasing the California volunteer base by over 200% and achieving the highest year-to-year volunteer retention rate (over 55%) of any TEALS region ever.

**High School Science Teacher, Teach for America
Gaston, NC** **2011 - 2013**

- Taught earth science, biology, engineering for the future, physics and (the county's first-ever) AP biology in rural Eastern North Carolina.

PEER REVIEWED PUBLICATIONS

- Skywark, Emily Rose, Elizabeth Chen, and **Vichitra Jagannathan**. "Using the Design Thinking Process to Co-create a New, Interdisciplinary Design Thinking Course to Train 21st Century Graduate Students." *Frontiers in Public Health*, 9 (2022): 2159.

PRESENTATIONS

- **Jagannathan, V.** "Rural Opportunity Institute: Using systems thinking to support resilience in rural North Carolina." Presented at International Transformational Resilience Coalition Community of Practice, November 1, 2022.
- **Jagannathan, V.**, Greene-Washington, T., McDonald, W., & Sandercock, T. "Partnerships for community driven philanthropy." Presented at North Carolina Network of Grantmakers 20th Anniversary Conference, March 9, 2022.
- **Jagannathan, V.**, & Thorne, E. "Resilient Leaders Initiative: A Social Accelerator in rural communities." Presented at National Panel on Building Resilience, March 4, 2022.
- **Jagannathan, V.**, & Thorne, E. "A Systems Approach to Addressing Trauma through Healing and Resiliency in Edgecombe County." Presented at Rural ACEs Virtual Summit, September 30, 2021.
- **Jagannathan, V.**, "Community-Based Systems Mapping to Promote Healing and Resilience in Edgecombe County." Presented at North Carolina Dept. of Health & Human Services Trauma-informed Communities Mini-Conference, March 31, 2021.
- **Jagannathan, V.**, and Green, C. "Communities in Action: Addressing Trauma through Healing and Resiliency." Presented at North Carolina Rural Center Rural Summit, March 15, 2021.
- Hassmiller Lich, K., Naumann, B., **Jagannathan, V.**, Campbell, J. "Leveraging a systems thinking approach for ACEs and suicide prevention in a remote environment." Presented at UNC ASPIRE ACEs & Suicide Prevention webinar, September 28, 2020.
- **Jagannathan, V.**, Carpenter, K., & Golden, S. "Addressing Adverse Childhood Experiences and Trauma in Rural Eastern North Carolina." Presented at UNC Rural Partnerships Conference, Chapel Hill, NC, January 24, 2020.
- **Jagannathan, V.**, & Saeugling, S. "Supporting a trauma-responsive, healthy, and thriving rural Eastern North Carolina." Presented at NC ACCESS Charter School Network Conference, Raleigh, NC, November 21, 2019.
- **Jagannathan, V.** "Systems Mapping As a Tool for Engaging Community Around Addressing Trauma & ACEs." Presented at Southeastern ACEs Summit, Asheville, NC, November 1, 2019.
- **Jagannathan, V.** "Strategies for trauma-informed workforce pipelines." Presented at NC Works Statewide Conference, Greensboro, NC, October 23, 2019.

- **Jagannathan, V.** & Saeugling, S. "A community-driven systemic strategy for a trauma-informed, resilience-focused Eastern NC." Presented at Eastern NC Public Health Association Conference, Wilmington, NC, May, 3, 2019.
- **Jagannathan, V.** "Using human-centered design & systems thinking to engage community around building a strategy for a trauma-informed, resilience-focused Edgecombe County." Presented at Teach for America Idaho Leadership Advance, Boise, ID, April 6, 2019.
- **Jagannathan, V.** "Using human-centered design & systems thinking to engage community around building a strategy for a trauma-informed, resilience-focused Edgecombe County." Presented at Eastern AHEC Resilience Conference, Greenville, NC, March 15, 2019.
- **Jagannathan, V.,** & Saeugling, S. "Community-Based Systems Mapping to Promote Healing: Using biofeedback as a tool to heal." Presented at Prevent Child Abuse North Carolina Annual Summit, Raleigh, NC, March 6, 2019.
- **Jagannathan, V.** & Saeugling, S. "Community experiences with ACEs and resilience in rural Eastern NC." Presented at Triangle North Healthcare Foundation ACEs convening, Warrenton, NC, January 17, 2018.
- **Jagannathan, V.,** & Leos, C. "Real Talk: Sex education through storytelling." Presented at Fast Forward Accelerate Good Global, San Francisco, CA, March 6, 2018.
- **Jagannathan, V.** "Building Resilience in Rural Eastern North Carolina." Presented at The Center for Youth Wellness ACEs Conference, San Francisco, CA, October 17, 2018.
- **Jagannathan, V.,** Andrews, K., Stith, D. "Using systems mapping to support healing from trauma in rural Eastern North Carolina." Presented at the Institute for Emerging Issues Rural Faith & Community Conference, Asheboro, NC, April 19, 2018.
- **Jagannathan, V.,** Chen, E., & Leos, C. "Elevating student voices through human-centered design." Presented at the Education Leadership Conference at Yale University, New Haven, CT, April 7, 2017.
- **Jagannathan, V.** & Chen, E. "MyHealthEd: The feasibility of implementing an online, sexual health intervention in schools with African American youth in North Carolina." Presented at the Youth + Tech + Health (YTH) Live Conference 2015, San Francisco, CA, April 26-28, 2015.

MEDIA APPEARANCES

- Contributing writer. *Forbes*, "Social Entrepreneur Spotlight: Vichi Jagannathan Of Rural Opportunity Institute". February 1, 2023.
- **Jagannathan, V.** *Giving Compass*, "Philanthropy in the Deep South: Know your history and share the wealth." October 30, 2022.

- Shaw, D., Rogers N., & McMillian, S. *Blue Cross Blue Shield of North Carolina Point of Blue*, "Rural communities face higher rates of childhood trauma. One woman is using Stanford methodology to help them heal." September 19, 2022.
- Fabel, L. *One Day Magazine*. "Meet the Unexpected Experts Transforming a North Carolina Town." October 1, 2019.
- Belle, E. *Teen Vogue*, "Real Talk App Can Help Answer Your Most Private Questions About Sex and Bodies." October 2, 2018.
- Ahearn, A. *EdSurge*, "Beyond Design Thinking: Why Education Entrepreneurs Need to Think in Systems." December 22, 2017.
- Anzilotti, Eillie. *Fast Company*, "This App Gives Middle Schoolers Real Talk About Sex From The Comfort Of Their Phones." September 21, 2017.
- Matchar, E. *Smithsonian Magazine*, "This App Could Bring Sex Ed To All Students." May 15, 2017.