



**FOR IMMEDIATE RELEASE**

## **North South Foundation Announces Appointment of New CEO Srivital Choppara**

I am pleased to announce Srivital Choppara's appointment as full-time CEO of North South Foundation, effective November 11, 2024.

Dr Balu Natarajan is vacating the CEO role. As volunteer CEO, Balu took over from our founder, Dr Ratnam Chitturi, in 2020. Despite his full-time work as a practicing physician and Chief Medical Officer, he managed to accomplish much. Under his guidance, NorthSouth underwent a significant evolution, transforming into a process-driven organization well-positioned for growth. His leadership helped NorthSouth adapt rapidly to the challenges of the pandemic, shifting our regional and national contests online, and advancing our professionalization and branding initiatives. Balu will continue to be an integral part of NorthSouth, transitioning to the role of Vice Chair of the Board of Directors.

The incoming CEO, Srivital Choppara, has an engineering degree from India and an MBA from Fisher College of Business of Ohio State University. He has almost 35 years of experience as an engineer, IT consultant, and Tech manager with well-known companies such as IBM. Srivital has been a part of NorthSouth for a long time. He has been a steadfast supporter of our mission, serving in numerous capacities, including as a parent, volunteer, chapter director, finals convener, and board member. As director of the Columbus chapter, Srivital was instrumental in ensuring its consistent ranking among the Top 10 most active NorthSouth chapters nationwide. He now steps into the role of NorthSouth's first full-time CEO, and we look forward to his leadership as we embark on ambitious growth and transformation initiatives.



Srivital is very excited about joining as NorthSouth CEO and commented: "I am immensely honored to be chosen as the CEO of NorthSouth and deeply committed to advancing our mission of empowering every child to excel and to be an empathetic leader while continuing to provide educational access to the underserved. I am excited at the opportunity to work with the

NorthSouth family of dedicated volunteers, parents, and children to make a difference.  
Together, we win big! "

NorthSouth is a volunteer-driven non-profit organization. We are active in the US and India. Our mission is to encourage excellence in education. In the US, we conduct 1) Contests in spelling, vocabulary, math, science, geography, history, essay writing, public speaking, brain bee, etc., and 2) Instructor-led coaching in math, SAT/ACT, science, geography, computer programming, Vedic math, and life skills programs. In India, we offer 1) Online assessments to school children to improve critical thinking and supplement classroom teaching and 2) Financial support to bright but economically disadvantaged students to pursue college education.

NorthSouth has touched the lives of many in its 35+ years of existence. In the US, about 70,000 children have participated in NorthSouth educational activities, and about 50,000 families have actively engaged with NorthSouth as parents, volunteers, and donors. In India, more than 30,000 college scholarships have been awarded so far, and almost 200,000 students have registered this year for computer-based assessments.

We look forward to Srivital's leadership in achieving and excelling in our Excellence in Education, Empathy, and Social Entrepreneurship mission.

Arun Maheshwari  
Chairman of the Board.

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