In 1996, Jill Vialet launched Sports4Kids, now called Playworks, in two Berkeley elementary schools. Playworks is a national nonprofit organization that improves school climate, reduces bullying, and increases student engagement in school through play and physical activity. Playworks is the only organization in the country that provides trained, full-time program coordinators to low-income schools in major urban areas to focus on recess and play to support learning. During the 2011-2012 school year, Playworks brought play and physical activity to more than 130,000 children in 300 schools in 23 U.S. cities. In addition to its direct service, Playworks provides training and technical support so that all schools can enjoy healthy, inclusive play at recess and throughout the school day. Playworks plans to expand to 27 cities by 2015 with the ultimate goal of serving millions of children daily through direct service and training.

Prior to founding Playworks, Vialet co-founded the Museum of Children's Art (MOCHA), an organization dedicated to helping families and communities celebrate the art and creativity of their children. As executive director, she developed an “artists in residency” program in the schools and brought artists to work with children in pediatric wards of hospitals. She served as the executive director at MOCHA for nine years, ultimately expanding its programs to reach 20,000 young people each year.

Vialet was selected as a member of the Clinton Global Initiative in 2009, as an Ashoka Fellow in 2004, and she was a Eureka Fellow from 2000 to 2001. She was recently named to the Forbes Impact 30 as one of the 30 leading social entrepreneurs worldwide. She was also recognized by the Womens’ Sports Foundation’s 40 for 40 list of women who have made a significant impact on society after playing sports in high school or college during the 40 years of the Title IX era.

Vialet graduated from Harvard University where she studied medical sociology, played rugby, and became actively involved with the university’s service-learning community. During the 1986-1987 school year, she served as the director of Harvard’s Public Service Program. In 1996, she was awarded Radcliffe’s Jane Rainie Opel Award for achievement by a young alumna.

Vialet plays actively by running and mountain biking, among other outdoor activities.