



# **Business Anthropology Workshop Schedule**

**Sept. 20<sup>th</sup> and 21<sup>st</sup> 2018**

## **Thursday, September 20**

### **1:00-3:00 p.m.**

- Welcome
- Business Assumptions and Understanding
- Workshop Goals and Aims of Participants
- Business Anthropology Overview
  - General Overview
  - Consumer Anthropology
  - Organizational Culture
  - Anthropology and Design
- Business Anthropology SWOT: Discussion

### **3:00-6:30 p.m.**

- Examples of Business Anthropology in Practice
  - Consumer Anthropology
  - Organization Culture
  - Anthropology and Design
- Participant exercise on each of the above areas
- Discussion among Speakers, Practitioners, Faculty and Students on Applying Anthropology in Business

## **Friday, September 21**

### **9:15-11:45 a.m.**

- Breakout Workshop for Faculty: Teaching Business Anthropology
- Breakout Workshop for Students: Plan of Action for Self-Marketing Skills in Business Anthropology

### **After 11:45 a.m.**

- 1:1 Student Consultations with Dr. Elizabeth K. Briody

# Information about the Panelists

## **Dr. Elizabeth K. Briody, Business Anthropologist, Purdue University**



Elizabeth K. Briody, Ph.D., has been involved in cultural-change efforts for over 30 years – first at General Motors Research and later through her own consulting practice, Cultural Keys. Recent clients are in petrochemicals, aerospace, health care, consumer products, and service industries.

## **Dr. Robert J. Morais, Business Anthropologist, Columbia University**



Robert J. Morais is a lecturer at Columbia Business School. After earning a PhD in anthropology (Pittsburgh) and a certificate from NYU's Stern School of Business, he spent 25 years with advertising agencies rising to Chief Strategic Officer followed by 10+ years as a Principal and co-owner of a marketing research firm.

## **April Steele, Business Anthropologist, Southern Growth Studio**



April is passionate about helping organizations create high impact, human-centered products and services. As a business anthropologist at Southern Growth Studio, she designs and conducts tailored research plans to create key insights for growth and innovation. Prior to her work at the Studio, April began her career in the nonprofit sector as a program evaluator and strategist.

## **Sarah Donovan, Lead Anthropologist, Southern Growth Studio**



As Lead Anthropologist at Southern Growth Studio, Sarah draws on her diverse background to create ethnographic plans that focus on human-centered design and produce key insights for client growth and strategic direction. Sarah's work has spanned industry sectors including product manufacturing, consumer retail, food packaging, and consumer healthcare.

## **Sanne Roijmans-Latta, Design Anthropologist, ALSAC / St. Jude**



Sanne Roijmans-Latta is a Business and Design Anthropologist and Customer Experience (CX) professional. After graduating from the University of Memphis in 2014 Sanne joined ALSAC, the fundraising and awareness organization of St. Jude Children's Research Hospital. Here, she helped establish the Donor Experience Insights & Strategy team.

## **Jenessa Gebers, Anthropologist, Consilience Group**



As an Anthropologist at Consilience Group, Jenessa Gebers leads research and works with a range of nonprofits and government agencies to ignite, align and mobilize system transformation for equitable people-centered services.