

# Robert J. Morais

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## SUMMARY

Anthropologist with a career in advertising and marketing research. Lecturer at Columbia Business School. Five books; 60+ articles/chapters.

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## SPECIALIZATIONS

Marketing research, business anthropology, ethnography, mixed methods, customer insights, advertising and marketing strategy, product innovation, UX and design discovery/testing, organizational culture, business ethics

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## EDUCATION

Ph.D. Anthropology, University of Pittsburgh (1980)

M.A. Anthropology, University of Pittsburgh (1979)

B.A. Anthropology, Stony Brook University/SUNY (1974)

Certificate, Careers in Business program. MBA-level courses for competitively selected social science and humanities Ph.Ds. New York University Stern School of Business (1981)

Language Training: Tagalog (Speaking); Spanish (Reading)

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## GRANTS AND AWARDS

Fulbright Scholar

National Science Foundation Grant

Andrew W. Mellon Fellowship

Alfred P. Sloan Foundation Grant (with Timothy de Waal Malefyt)

Columbia University Provost's Grant (with Kamel Jedidi)

American Anthropological Association Grant (National Association for the Practice of Anthropology)

Graduate School Honors Convocation Awardee

Fellow, The Society for Applied Anthropology

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## INDUSTRY EXPERIENCE

### **WEINMAN SCHNEE MORAIS (5/06-6/17)**

#### PRINCIPAL

- Co-owner and co-leader of mid-sized marketing research firm ([www.wsm-inc.com](http://www.wsm-inc.com))
- Designed/managed/engaged in qualitative and quantitative research including focus groups, ethnographies, in-depth interviews, interactional/discourse studies, concept/product tests, UX, attitude and usage research, segmentation studies, advertising and package design tests, claim assessments, pricing studies, A/B testing
- Applied methods and theory adapted from anthropology, psychology, sociology

- Led workshops/ideation sessions on brand and advertising strategy, product innovation, advertising and packaging claims, brand naming
- Supervised Ph.D. level Project Directors and support staff
- Provided marketing and advertising strategic consulting through C-Level
- Managed P&L/related financials, legal affairs, contracts, HR, office administration
- Authored books and articles on marketing research and related topics
- Presented at conferences and universities
- Led new business solicitation
- Won dozens of clients; expanded numerous client relationships
- Global market research (qualitative and/or quantitative): China, UK, Canada, Germany, France, Brazil, India, Japan

Clients (Personal Engagement): GlaxoSmithKline, WD-40 Company, Post Foods, Coca-Cola Company, Danone, Prestige Brands, Hain Celestial, FreshPet, Hills Bros., Benjamin Moore, Safeway, Sabra, Sunny Delight, Dentsply Sirona, Fairmont Raffles Hotels International, Pinnacle Foods, Star-Kist, Hill's Pet Nutrition, Clarion Brands, J.D. Power, Avis, Publicis Kaplan Thaler (Red Lobster advertising solicitation), Taro Pharmaceuticals, Insight Pharmaceuticals, Richardson Brands, Boehringer-Ingelheim, W.F. Young, Barr/Duramed Pharmaceuticals, The Family Room (Major League Soccer and US Cellular), HeatMax, Nutrition 21, Lansinoh, Marcal Paper, Blacksmith Brands, Ansell, Renir/Plackers, Lonza/Arch Pool Care, B101 Radio

#### **CARRAFIELLO DIEHL & ASSOCIATES (7/99-4/06)**

EXECUTIVE VICE PRESIDENT/CHIEF STRATEGIC OFFICER

- Headed advertising strategic planning (aka [account planning](#))
- Served as senior account manager or research director on several accounts
- Contributed to overall agency management
- Conducted research as focus group moderator, in-depth interviewer, ethnographer
- Managed quantitative marketing, advertising, packaging, UX, and tracking studies
- Led workshops on brand strategy, advertising, product innovation, claims, naming
- Developed creative briefs and engaged closely with creative development
- Crafted presentations linking psychographic and cultural analysis with marketing
- Authored articles on advertising and marketing research
- Presented at conferences and universities
- Scope: Consumer, medical/dental professional B2B; TV, print, radio, collateral
- Prime mover for new business via brochures, presentations, direct response, public relations, proposals
- Won significant business; grew assignments/fees

#### Clients/Brands

- Prestige Brands: Compound W, Denorex, Cutex, Chloraseptic, Clear Eyes, Murine, Little Remedies, Spic and Span, Comet, Cinch, Dermoplast, New-Skin, The Doctor's Night Guard
- Wyeth/Pfizer: Centrum, Centrum Silver, Centrum Performance, Caltrate, Fibercon
- GlaxoSmithKline/Block Drug: Sensodyne, Nytol, Targon, Professional dental brands
- WD-40 Company: WD-40 brand, Carpet Fresh, 2000 Flushes, X-14, Spot Shot
- Sunny Delight: Elations
- Taro/Alterna: Kerasal foot cream, ElixSure OTC, Topicort (Rx dermatological)
- Nutrition 21: Chromax and Diachrome dietary supplements
- Beiersdorf: Nivea (line extension positioning and naming)
- Novartis Nutrition Corporation: NutriShield enteral feeding products

- Boehringer-Ingelheim: Natru-Vent decongestant/saline
- Bayer Pharmaceuticals: Managed care (corporate communications)
- SS White Burs: SmartPrep (naming/branding, new products)
- Americus Dental Labs: (branding and advertising)
- Burke Rehabilitation Hospital and Lenox Hill Hospital (research and strategy for advertising)
- Pro bono: March of Dimes; Westchester County water quality communications; Westchester Children's Museum; Northern Westchester Center for the Arts

### **NELSON COMMUNICATIONS (4/98-7/99)**

EXECUTIVE VICE PRESIDENT/CONSUMER SERVICES, NCI NETWORK

MANAGING DIRECTOR, DOWNTOWN CREATIVE PARTNERS

- Led Rx DTC and consumer advertising
- Coordinated with public relations, direct response, and online marketing initiatives
- Developed creative briefs and engaged closely with creative development
- Designed and supervised qualitative advertising research
- Established relationships/managed projects with media and research partners

#### Clients/Brands

- Johnson & Johnson/Janssen Pharmaceutica: Propulsid (Rx for heartburn)
- Johnson & Johnson/McNeil: Tylenol messaging to medical professionals
- Gynetics: Preven (emergency contraception)
- Global Household Brands: X-14, 2000 Flushes
- Medsite.com: Physician Internet site

### **CARRAFIELLO DIEHL & ASSOCIATES (3/86-4/98)**

EXECUTIVE VICE PRESIDENT/CONSUMER PRODUCTS

- Headed account management and all other consumer departments
- Contributed to overall agency management
- Developed creative briefs and led advertising efforts
- Directed advertising research
- Scope: Consumer, medical/dental professional B2B; TV, print, radio, collateral
- Won significant new business; grew assignments/fees

#### Clients/Brands

- Block Drug: Sensodyne, Nytol, Carpet Fresh, 2000 Flushes, Targon, new products
- American Home Products: Compound W, Semicid contraceptives
- GenDerm: Zostrix topical analgesic, Zostrix Sports
- Tambrands/Carter Wallace: First Response Home Diagnostic Tests
- American Cyanamid/Shulton Division: Pine-Sol, Combat Roach Control System
- Bayer Pharmaceuticals: Adalat CC (antihypertensive) DTC
- Boehringer-Ingelheim: Catapres TTS (antihypertensive), Atrovent (COPD) DTC
- American Cyanamid: Minocin (antibiotic) DTC
- J. B. Williams: HBA promotion assignments
- Ocurest (eye care)
- MEDO Industries: Automotive air fresheners
- Relaxers Comfort Footwear

#### Carrafiello Diehl & Associates Promotion History

- Executive Vice President/Chief Strategic Officer (7/99)
- Executive Vice President/Consumer Products (2/96)

- Executive Vice President/Director of Account Management (3/95)
- Appointed to Agency Management Council (5/92)
- Senior Vice President/Management Supervisor (4/89)
- Vice President/Management Supervisor (8/88)
- Vice President/Account Supervisor (5/87)

### **GREY ADVERTISING (9/81-3/86)**

#### ACCOUNT SUPERVISOR

- Managed accounts day-to-day
- Led several innovative advertising test efforts
- Contributed to successful new business solicitation

#### Clients/Brands

- Procter & Gamble: Jif peanut butter, Downy fabric softener, new products
- Pet Incorporated: Old El Paso Mexican food; Downyflake waffles, Pet-Ritz baking products, new products

#### Grey Promotion History

- Account Supervisor (10/84)
- Account Executive (9/82)
- Hired as Assistant Account Executive (9/81)

### **MORAN STAHL & BOYER, OVERSEAS BRIEFING ASSOCIATES DIVISION (1981)**

#### CONSULTING ANTHROPOLOGIST

- Prepared corporate executives and their families for global assignments
- Wrote white papers on cross-cultural adaption for business executives

## **TEACHING EXPERIENCE**

### **Columbia University (2012-Present)**

#### **Columbia Business School, Marketing Division (2015-Present)**

##### Lecturer

- Create and teach courses for MBA, EMBA, and MS students
  - Market Intelligence: The Art and the Science (7x; with Kamel Jedidi; 8<sup>th</sup> Fall 2025)
  - Customer Driven Product Optimization. Marketing Division and Eugene Lang Entrepreneurship Center (2x; née Launch Your Startup II)
  - Generating Marketing Insights with Social Science (4x; née Qualitative Marketing Research and Strategic Planning)
  - Qualitative Marketing Research (3x)
- Lecturer and Advisor, [Entrepreneurship and Competitive programs](#) - Latin America, Africa, and America (marketing strategy; customer experience; customer insights; company mentoring; programming input; multiple times); Lecturer, EC-Africa in Morocco (2024)
- Lectures/Workshops, Innovate Using Design Thinking course, Columbia Business School (customer discovery and UX testing; multiple times)
- Africa Business School/Columbia Business School joint venture (Morocco-virtual) (marketing strategy and customer journey mapping; multiple times)
- Africa Business School/Columbia Business School Executive Education (retail ethnography)
- Lectures, Marketing Management [undergraduate course](#) (4 sessions)
- Lectures in additional Columbia Business School programs/courses, e.g., Chazen Institute (Tunisia and Morocco); Center for Global Brand Leadership; MS in Business Analytics Core

Marketing course; [OCP](#) Executive Leadership; Executive Education (AI and Marketing Research – forthcoming)

- Advising/Consulting: Ph.D. students and Marketing Division faculty; sustainability project at Mailman School of Public Health; ECLA surveys; student entrepreneurs (MBA/EMBA)

#### **School of Professional Studies (2012-2015)**

- Adjunct Professor, Information and Knowledge Strategy (Capstone course)
- Guest speaker, IKNS and Strategic Communications programs (3x)

#### **Other Teaching/Academic Appointments**

- University of Pittsburgh, West Virginia University, Ateneo de Manila University (1978-1980)
  - General Anthropology (sociocultural; archaeology; physical; linguistics)
  - Cultural Anthropology
  - Peoples and Cultures of Southeast Asia
  - Kinship and Social Organization
  - American Culture
- Teaching Assistant, anthropology courses, University of Pittsburgh (mid/late 1970s)
- Conducted numerous corporate seminars on consumer anthropology (see Invited Talks)
- Visiting Research Associate, Institute of Philippine Culture, Ateneo de Manila University (1978-1979)

#### **Invited University Guest Lectures (See Invited Talks for topics)**

- Cornell SC Johnson Graduate School of Management (4x)
- University of Pennsylvania (3x)
- Rutgers Business School (3x)
- Fordham Gabelli School of Business (3x)
- Clemson University (4x)
- NYU/Stern School of Business
- Mohammed VI Polytechnic University
- Baruch College (CUNY)
- Parsons School of Design/New School
- Drexel University

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## **PUBLICATIONS**

[GOOGLE SCHOLAR](#)

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### **BOOKS**

[The Language of Branding: Theory, Strategies, and Tactics.](#) Routledge. 2018 (with Dawn Lerman and David Luna)

[Ethics in the Anthropology of Business: Explorations in Theory, Practice, and Pedagogy.](#) Routledge. 2017 (edited with Timothy de Waal Malefyt)

[Advertising and Anthropology: Ethnographic Practice and Cultural Perspectives.](#) Berg/Bloomsbury/Routledge. 2012 (with Timothy de Waal Malefyt)

[Refocusing Focus Groups: A Practical Guide.](#) Paramount Market Publishing. 2010

[Social Relations in a Philippine Town.](#) Center for Southeast Asian Studies, Northern Illinois University. 1981

## **JOURNAL GUEST EDITOR**

[Ethics in Business Anthropology](#). Special Issue #1. *Journal of Business Anthropology*. Spring 2014 (with Timothy de Waal Malefyt)

## **SCHOLARLY JOURNAL ARTICLES AND BOOK CHAPTERS**

Assessing Willingness to Pay for Pricing Decisions. In [Elgar Encyclopedia of Pricing](#). Andreas Hinterhuber, ed. Cheltenham: Edward Elgar Publishing. Pp. 23-31. 2024 (with Kamel Jedidi)

[Toward a Pedagogy for Consumer Anthropology: Method, Theory, Marketing](#). *Teaching Anthropology* (a journal of the Royal Anthropological Institute). 11(2): 37-47. 2022

[Inspiring Brand Positionings with Mixed Qualitative Methods: A Case of Pet Food](#). *Journal of Business Anthropology*. 9 (2): 251-274. Autumn 2020

[The Brand Language Brief: A Pillar of Sound Brand Strategy](#). *Journal of Brand Strategy*. 8 (3): 265-281. 2019 (with Dawn Lerman)

[Proceedings of the 2019 Global Business Anthropology Summit](#). *Journal of Business Anthropology*. 8 (2): 308-341. Autumn 2019 (with Timothy de Waal Malefyt)

Introduction: Capitalism, Work, and Ethics. In [Ethics in the Anthropology of Business: Explorations in Theory, Practice, and Pedagogy](#). Pp.1-22. 2017 (with Timothy de Waal Malefyt)

Advertising Anthropology Ethics. In [Ethics in the Anthropology of Business: Explorations in Theory, Practice, and Pedagogy](#). Pp.104-118. 2017 (with Timothy de Waal Malefyt)

[Standards of Practice for Ethnography in Industry](#). *EPIC Perspectives*. March 2015 (with Allen W. Batteau)

In Pursuit of Strategy: Anthropologists in Advertising. In [Handbook of Anthropology in Business](#). Rita M. Denny and Patricia L. Sunderland, eds. Left Coast Press. Pp. 571-587. 2014.

[Ethics in Business Anthropology: Crossing Boundaries](#). *Journal of Business Anthropology*. Special Issue #1: 1-10. Spring 2014 (with Timothy de Waal Malefyt)

[Essay](#) in special section, Opinions: What business anthropology is, what it might be, and what, perhaps, it should not be. *Journal of Business Anthropology*. 1(2): 273-277. 2012.

[Creativity, Brands, and the Ritual Process: Confrontation and Resolution in Advertising Agencies](#). *Culture and Organization*. 16 (4): 333-347. 2010 (with Timothy de Waal Malefyt)

[How Anthropologists Can Succeed in Business: Mediating Multiple Worlds of Inquiry](#). *International Journal of Business Anthropology*. 1(1): 45-56. 2010 (with Timothy de Waal Malefyt). Reprinted in [Advanced Readings in Business Anthropology](#). Robert Guang Tian, Daming Zhou and Alfons van Marrewijk, eds. North American Business Press. 2011

[Conflict and Confluence in Advertising Meetings](#). *Human Organization*. 66 (2): 150-159. 2007. Reprinted in (1) [Applying Anthropology](#), (2) [Applying Cultural Anthropology](#), Aaron Podelefsky, Peter J. Brown and Scott Lacy, eds. McGraw Hill. Initially reprinted in 2009 and included in subsequent editions; and (3) [Advertising: Critical Readings](#), Brian Moeran, ed. Berg. 2010

[Normative Conceptions of Romantic Love Among College Students](#). *Philippine Journal of Psychology*. 26: 49-56. 1993 (with Allen L. Tan)

[Friendship in the Rural Philippines](#). *Philippine Studies*. 29: 66-76. 1981

[Dealing with Scarce Resources: Reciprocity in Alternative Form and Ritual.](#) *Philippine Sociological Review*. 28: 73-80. 1980

Observations on Personal Alliances Among Lowland Filipinos. *Filipinas*.1:134-140. 1980

Friendship and Other Interpersonal Relationships: Mutual Support or Mutual Exclusiveness? *Anthropology*. 4: 71-83. 1980

[Male-Female Differences in Conceptions of Romantic Love Relationships.](#) *Psychological Reports*. 47:1221-1222. 1980 (with Allen L. Tan)

Psychological Anthropology. In [Anthropology on the Great Plains](#). W. Raymond Wood and Margot Liberty, eds. Lincoln: University of Nebraska Press. Pp. 230-244. 1980 (with Margot Liberty)

[Some Notes on the Historical Roots of Contemporary Interpersonal Relationships in the Christian Philippines.](#) *Philippine Journal of Psychology*. 12: 45-49. 1979

Football Games and Rock Concerts: The Ritual Enactment of American Success Models. In [The American Dimension: Cultural Myths and Social Realities](#). William Arens and Susan P. Montague, eds. Port Washington: Alfred Publishing Company. Pp. 33-52. 1976 (with Susan P. Montague). Reprinted in [Cultural Metaphors: Readings, Research Translations, and Commentary](#). Martin J. Gannon, ed. Thousand Oaks: Sage Publications. Pp. 93-108. 2001

#### **OTHER ARTICLES/CHAPTERS/BLOGS**

From Anthropology to Business to Business Anthropology (Rev). Using Anthropology in the World: A Guide to Becoming an Anthropologist Practitioner. 2<sup>nd</sup> edition. Riall W. Nolan. Routledge. Forthcoming.

[Market Intelligence and AI: Our Course.](#) Columbia University Center for Teaching and Learning. 2024 (with Kamel Jedidi)

Introducing Focus Groups. In [Career Tools for Anthropology: An Anthropology Career Readiness Network Workbook](#). Jennifer Studebaker, Elizabeth Briody, Zahra Malik, and Riall Nolan, eds. Pp. 128-130. 2024

[Setting the Record Straight on the Practical Value of the Humanities and Anthropology.](#) *Anthrocurious*. December 2023

[Consumer Anthropology and AI: Teaching Business School Students.](#) *Teaching Anthropology* blog. December 2023

[Practical Anthropology According to Generative Artificial Intelligence.](#) LinkedIn article. December 2023

[AI's Truth, Lies, and Ethos.](#) *Public Anthropologist*. July 2023

[How Can Applied Anthropologists Find Employment with Lateral Job Hunting?](#) *World of Work*. Anthropology Career Readiness Network. May 2023

Afterward on Storytelling (Part 1). In [The Mitzvah on Your Forehead: A Rabbi's Journey to Improve the World](#). Joel Soffin. Pp. 80-83. 2022

[Rethinking Design Thinking.](#) *Medium*. November 2020

[Why Entrepreneurs Should Use 360 Degree Market Research.](#) *Forbes*. August 2019 (with Kamel Jedidi)

[Business Anthropology on the Road.](#) *Anthropology News*. May 2019 (with Elizabeth K. Briody)

[Business is Booming for Business Anthropology](#). American Anthropological Association blog. February 2018 (with Elizabeth K. Briody)

[Business Anthropology Comes of Age](#). *Anthropology News*. November/December 2017. 58: 6. Pp. 26-27 (with Timothy de Waal Malefyt)

My Career: From Anthropology to Business to Business Anthropology. In [Using Anthropology in the World: A Guide to Becoming an Anthropologist Practitioner](#). 1<sup>st</sup> edition. Riall W. Nolan. Routledge. P. 53. 2017

[Advertising Anthropology](#). The Wharton Future of Advertising 2020 Project. 2012. Excerpted in [Beyond Advertising: Creating Value Through All Touchpoints](#). Yoram Wind, Catherine Findiesen Hays, and the Wharton Future of Advertising Network. Wiley. 2016

[The Anthropology of Mad Men and Women](#). *Huffington Post*. March 2012. Included in *Cultural Anthropology*, 8<sup>th</sup> edition/digital version. Barbara D. Miller. Pearson Education. 2016

Bringing an Anthropological Perspective to Focus Groups. Two versions: (1) *Advertising Research Foundation* (ARF White Paper). 2011 and (2) *Marketing Executives International - Knowledge Alert*. November 2010

[Anthropologists and Business: Through the Looking Glass](#). *SfAA News*. (Society for Applied Anthropology) 21: 3. Pp. 5-8. August 2010

Refreshing Focus Groups. *Game Changers Newsletter*. August 2010

A Fresh Look at Focus Groups. *Market Research Global Alliance*. August 2010

[Refocusing Focus Groups](#). *Alert!* Pp. 16-18. January 2010

[Spanning the Irrational Divide](#). Appeared simultaneously in *Adweek*, *Brandweek*, and *Mediaweek*. P. AM2. June 22, 2009

[Business Ethnography and the Discipline of Anthropology](#). *Quirk's Marketing Research Review*. Pp. 20; 22. February 2009

[Interactional Physician-Patient Research: A Path to Better Medical and Marketing Outcomes](#). *Product Management Today*. Pp. 47-50. December 2007 (with Janet Barnhart)

[Ad Recall Trends: Over, Under, Sideways, Down?](#) *Quirk's Marketing Research Review*. Pp. 24; 26. October 2007

[It's Time to Connect with Baby Boomers](#). *Brandweek*. P. 20 March 2006

[X-Groups: Truth or Dare in Focus Groups](#). *Visions*. P. 26. April 2004

[Getting More Golden Eggs Without Killing the Goose](#). *Quirk's Marketing Research Review*. Pp. 46-49. December 2003 (with Cara Woodland and Arnold Spector)

[What Are They Really Saying?](#) *Quirk's Marketing Research Review*. P. 16. January 2003

Unlocking More Profit from Private Label. *PL Buyer*. P. 124. November 2002 (with James A. Friedman)

[What Boomer Generation?](#) *Brandweek*. P. 20. October 2002 (with Debra Goodman)

[Bringing Account Planning to Direct-to-Consumer Pharmaceutical Advertising](#). *Quirk's Marketing Research Review*. Pp. 28-31. June 2001



[The End of Focus Groups](#). *Quirk's Marketing Research Review*. Pp. 154; 153. May 2001

[Analytical Ideation: Power Brainstorming](#). *Brandweek*. P. 22. January 2001

[Behind the Looking Glass: Making Focus Groups More Effective](#). *Product Management Today*. Pp. 34-36. March 2000 (with Robert K. Schnee)

[Mastering the Basics: 10 Steps to DTC](#). *Pharmaceutical Executive*. Pp. 63-65. October 1998

[Direct-to-Consumer Advertising: Strong Medicine for the '90's](#). *Product Management Today*. Pp. 14-19. November 1995 (with Robert C. Brandt)

[Reaching Asian-Americans Not a One-Dimensional Task](#). *Advertising Age*. Pp. 18; 20. February 1995

### **BOOK REVIEWS**

Making Global MBAs: The Culture of Business and the Business of Culture. Andrew Orta. *American Anthropologist*. 122 (4): 981-982. 2020. [Book Review Section](#)

Brokers of Morality: Thai Ethnic Adaptation in a Rural Malaysian Setting. Lewis Golomb. *American Anthropologist*. 83 (2): 483. 1981

### **TEACHING CASES**

*Al Moutmir: Scaling and Sustaining a Smart Farming Platform for a More Sustainable World*. Includes Teaching Note. Columbia Caseworks. Columbia Business School. In development. (with Kamel Jedidi, Amine Belemlih, and Abdel-Maoula Chaar)

[ALPAL: Developing a B2B Go-to-Market Sales Strategy](#). Includes Teaching Note. Columbia Caseworks. Columbia Business School. 2025. (with Kamel Jedidi)

[Freshpet: Positioning a Brand With Competing Psychological and Anthropological Lenses](#). Includes Teaching Note. Columbia Caseworks. Columbia Business School. 2024 (with Kamel Jedidi)

[Using Market Research to Assess Willingness to Pay for Pricing Decisions](#). Columbia Caseworks. Columbia Business School. 2023 (with Kamel Jedidi)

[Layla's Delicacies: Scaling Up a Small Business with Insights from Marketing Research](#). Includes Teaching Note. *Columbia Caseworks*. Columbia Business School. 2023 (with Kamel Jedidi)

[All Nutrition: Market Research to Drive Customer Segmentation](#). Case A: Focus Groups for Market Segmentation. Case B: Quantitative Research for Market Segmentation. Cases A&B include Teaching Notes. Columbia Caseworks. Columbia Business School. 2019 (with Kamel Jedidi and Yegor Tkachenko). Ranked #2 in sales of 295 Columbia Caseworks cases in 2023.

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### **INVITED TALKS, CONFERENCES, PANELS, WORKSHOPS**

SINCE LATE 1990S. EXCLUDES NUMEROUS INDUSTRY WORKSHOPS ON STRATEGY, ADVERTISING, INNOVATION, CLAIMS, NAMING

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- Marketing for Entrepreneurs. Mohammed VI Polytechnic University. 2024 (with Kamel Jedidi)
- Generative AI in UX, Teaching, and Marketing Research. Panelist. Business Anthropology Salon. 2024
- Using Market Research for Fundraising. For representatives from Columbia, Stanford, Harvard, Wharton, MIT, Kellogg, Booth, Haas, others. Columbia Business School. 2023

- Strategic Planning Workshop. Pennoni Honors College, Drexel University. 2023
- Strategic Thinking, Marketing Research, and Business Building Insights: The Case of Layla's Delicacies. Cornell SC Johnson Graduate School of Management. (with Kamel Jedidi) 2022
- Consumer Anthropology: An Uncommon Lens. Cornell University SC Johnson Graduate School of Management. 2022
- How to Straddle Academic and Industry Jobs Workshop. Building Careers in Anthropology Conference, Career Readiness Commission. New York. 2022 (with Timothy de Waal Malefyt)
- Co-host/interviewer with Mario Moussa, Derek Newberry and Greg Urban on their book, The Culture Puzzle. Business Anthropology Salon. 2021
- Co-host/Interviewer with Gillian Tett on her book, Anthro-Vision. Business Anthropology Salon. 2021
- Positioning ABS: Lecture, Discussion, Creation. Africa Business School/Columbia Business School. Morocco (virtual; with Kamel Jedidi). 2021
- Branding Business Anthropology in the U.S. In session, [Business Anthropology for the Future + Building a Knowledge Commons](#). Global Business Anthropology Summit. Berlin (virtual). 2021 (with Susan Kresnicka)
- Brand Positioning: Perspectives and Cases from Consumer Anthropology. Cornell SC Johnson Graduate School of Management. 2021
- Market Segmentation and Brand Positioning. Columbia Global Centers/Open Startup Morocco (virtual; with Kamel Jedidi). 2021
- Qualitative Market Research: A Deeper Dive. Rutgers Business School. Spring 2021; Fall 2021.
- Business Anthropology Salon. Co-Organizer. Numerous New York F2F and global virtual events (with Yuliya Grinberg and Matt Artz). 2020-Present
- Market Segmentation and Brand Positioning. Columbia Global Centers/Open Startup Tunisia (virtual; with Kamel Jedidi). 2020
- All Nutrition Focus Group and Freshpet Mixed Qualitative Methods Cases. MSBA (Master of Science in Business Analytics) Core Marketing course. Columbia Business School/Columbia Engineering. 2020
- Brand Positioning: Perspectives, Cases, Qualitative Research Paths. Cornell SC Johnson Graduate School of Management. 2020
- The Art of Persuasion: Articulating Anthropology's Value to a Prospective Employer. Co-presenter, American Anthropological Association webinar. 2020
- Consumer Anthropology Defined and Illustrated. Clemson University. 2020
- Business Anthropology on the Road: Driving Practice onto Campus. Presidential Session, Breaking Down Silos in Anthropology: New Collaboration Models to Improve Integration between Academia and Practice. American Anthropological Association. Vancouver. 2019. (with Elizabeth Briody; in absentia) See: [Breaking Down Silos](#)
- Marketing Research, Cultural Analysis, and Insights: Three Participatory Examples. Fordham University Gabelli School of Business. 2019
- Qualitative Marketing Research: Trends, Uncommon Methods, Better Insights. Center for Global Brand Leadership. Columbia Business School. 2019
- [Global Business Anthropology Summit 2019](#). Co-Chair. New York
  - Shared leadership and responsibility for all facets of the conference
  - Organized 4 panels, 11 workshops. 160 attendees

- Obtained funding from 7 sponsors, including the Alfred P. Sloan Foundation, American Anthropological Association, and others
- [Business Anthropology on the Road](#). Co-led seminars and workshops at:
  - University of Memphis 2018
  - Monmouth University 2018
  - University of Pennsylvania 2019
  - University of North Texas 2019
  - University of Notre Dame 2021
- Consumer Anthropology as Marketing Research. University of Pennsylvania. 2018; 2019
- Qual, Quant, Qual and Quant: How to Choose Marketing Research Methods. Clemson University. 2018; 2019
- Market Trends in Business Anthropology. Plenary address. Global Business Anthropology Summit. Detroit, 2018
- Teaching Business Anthropology: Opportunities for Departments and Students. Workshop. Society for Applied Anthropology. Philadelphia. 2018 (with Elizabeth Briody)
- COPAA and Business Anthropology: Collaboration to Improve Education. Roundtable Participant. Society for Applied Anthropology. Philadelphia. 2018
- Consumer Anthropology as Marketing Research. Clemson University. Spring 2018
- Business Anthropology Matters! Co-Chair/Co-Organizer. Wide-ranging initiative at American Anthropological Association annual meeting (12+ sessions/workshops). Washington, D.C. 2017
  - Conceived, designed, led, and promoted initiative
  - Chair, Executive Session: How Business Anthropology Makes Anthropology Matter More
  - Organizer, Invited Session (NAPA): Engaging Business Anthropology as a Career that Matters
  - Managed related events and support materials, including launch of [www.businessanthro.com](http://www.businessanthro.com) and series of articles in *Anthropology News*
  - Co-authored/presented: Business Anthropology: Status, Value, Mission. AAA Chairs' Breakfast. (with Timothy Malefyt, Elizabeth Briody, and Allen Batteau)
- Cracking the Code on Consumer Behavior: An Ethnographic and Anthropological Guide to Understanding Your Customers. Webinar for J.D. Power. 2016
- Using Psychology and Anthropology to Understand Luxury Hotel UX. The Quirk's Event. Brooklyn. 2016 (with Cynthia Weinman)
- Research, Insights, Advertising: Connecting the Dots. Fordham University Gabelli School of Business. 2015; 2016
- Marketing Research: A 90 Minute Survey. MRY (digital marketing agency). 2015
- Gifts, Reciprocity, and Obligation. Three versions presented in 2015:
  - Strategic Communications program, School of Professional Studies, Columbia University
  - Conference for Positive Marketing, Fordham University
  - Strategy and Insight Planning Group, MediaCom
- How to Create, Manage, and Sustain a Business in Business Anthropology. Workshop for the National Association of Practicing Anthropologists. American Anthropological Association. Washington, D.C. 2014
- Toward Conceptual, Methodological, and Ethical Standards of Practice in Business Anthropology. Workshop. EPIC (Ethnographic Praxis in Industry Conference). New York. 2014 (with Allen Batteau)

- Consumer Anthropology. University of Pennsylvania. 2014.
- Baby Boomers: Yesterday, Today, and Tomorrow. Post Foods. 2014 (with Cynthia Weinman)
- Marketing Ethnography: How to Do It and How Anthropologists Do It Differently. Post Foods. 2013-2014. (two sessions). Variations presented at Havas, Grey, and other advertising agencies
- Organizational Culture. Information and Knowledge Strategy program, School of Professional Studies. Columbia University. 2013
- Business Anthropology Ethics. Organizer. American Anthropological Association. San Francisco. 2012 (with Timothy de Waal Malefyt).
- Mining Anthropology to Guide Strategic Communications. Strategic Communications program, School of Professional Studies, Columbia University. 2012
- Careers in Marketing Research. The Versatile PhD online panel. 2012
- Hybrid Approaches in Advertising Research. Session: The Legacies and Future Directions of Business Anthropology. American Anthropological Association. Montreal. 2011
- Anthropology in Focus Groups: Expanded Opportunities for Anthropologists in Marketing Research. Workshop for National Association of Practicing Anthropologists. American Anthropological Association. Montreal. 2011
- Digging Deeper: In the Right Places with the Right Tools for Results You Can Use. WD-40 Company, UK, Milton Keynes, England. 2011
- Focusing on Focus Groups. Baruch College (CUNY) 2011
- Focusing on Focus Groups. Parsons School of Design/New School, 2010
- Innovation and Collaboration in Advertising Agencies. Session: Creativity at Work. American Anthropological Association. Philadelphia. 2009
- Parallel Lines of Inquiry: Psychology and Anthropology as Complementary Methods for Tapping Respondent Emotions. Pharmaceutical Manufacturers Research Group/PRMG Institute. New Brunswick. 2009
- Image, Commerce and Happiness: How Advertisers Open Your Heart and Your Wallet. Drexel University. 2007
- When Conflict Inspires Communication: Interactional Physician-Patient Research. Pharmaceutical Manufacturers Research Group/PMRG Institute. Philadelphia. 2007 (with Janet Barnhart)
- What Makes Local Consumers Tick and How It Can Grow Your Business. Sponsored by The Westchester and Fairfield Business Journals. 2005
- Brains, Heart and Courage: Essentials for Superior Advertising. Rutgers Business School. 2004
- Brand Your Business: Effective Marketing. Panel. Yonkers Business Week. 2004
- When Your Livelihood Depends on Powerful Insights: How Advertising People Do It Differently. Panel. Qualitative Research Consultants Organization (QRCA). New York. 2003
- Great Advertising: How to Make It Happen. Lubin School of Business. Pace University. 2002
- What Boomer Generation? Widely presented to manufacturers and advertising agencies. 2001-05
- Are We Misusing Focus Groups? Marketing Research Association. Washington, D.C. 2001
- When Is DTC Warranted? Washington, D.C. 1999

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## SERVICE

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- Co-Founder/Co-Leader, [www.businessanthro.com](http://www.businessanthro.com)
- Co-Founder/Co-Leader, [Business Anthropology Salon](#)
- Co-Founder/Co-Director, [Business Anthropology on the Road](#)
- Contributor, [Anthropology Career Readiness Network](#)
- Board of Directors, Global Business Anthropology Summit (Formed Board)
- Advisory Board, International Journal of Business Anthropology
- Advisory Board, Fordham University Center for Positive Marketing
- Steering Committee, 2021 Global Business Anthropology Summit, Berlin
- Co-Chair, 2019 Global Business Anthropology Summit, New York
- Steering Committee, 2018 Global Business Anthropology Summit, Detroit
- Member, Faculty Review Committee. Columbia University Provost's Teaching & Learning Grants. 2024
- Facilitator, Game-Changing Job Search Strategies as an Applied Anthropologist. American Anthropological Association webinar. 2020
- Mentor Committee/Mentor, National Association for the Practice of Anthropology. 2014-2020
  - Authored FAQ section on business anthropology
  - Sub-committee Chair, Quantitative Mentoring Study (awarded AAA grant)
- Judge, Grant competition, Fordham University Center for Positive Marketing and Advertising Educational Foundation. 2018
- Host, Business Anthropology Careers Expo mentoring booth. 2017 AAA meeting
- Professional history, [Society for Applied Anthropology Oral History Project](#). 2017
- Evaluator, Columbia Business School Innovation and Entrepreneurship Program. 2016
- Committee Member, Consultant network list generation. NAPA. 1994-95
- Ad hoc reviewer of articles, books, book proposals, conference session proposals
  - *American Anthropologist*
  - *Human Organization*
  - *American Ethnologist*
  - *Journal of Business Anthropology*
  - *International Journal of Business Anthropology*
  - EPIC (Ethnographic Praxis in Industry Conference/Community)
  - Left Coast Press
  - Routledge
  - Hong Kong University Press
  - Springer

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## MEDIA

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- [Career Opportunities in Business for Anthropologists](#). AnthroPuzzled podcast. 2025
- [Unpacking the Influence of AI on Marketing](#). What I Wish I Knew podcast. 2024
- [Columbia Business School Faculty on Leveraging AI in the Classroom](#). Also see: <https://leading.business.columbia.edu/digital-future/ai-classroom-columbia-business-school>. 2024
- [Faculty Spotlight: AI for Marketing Intelligence with Robert Morais and Kamel Jedidi](#). Columbia University Center for Teaching and Learning. 2024

- [Anthropologists on the Public Stage](#). Featured in Module 3: *Tell a Great Story* and Module 6: *Promote Yourself and Anthropology*. 2023
- [The Value of Utilizing Anthropological and Psychological Research for Brand Positioning](#). Press release from Columbia Business School. 2021
- [The Pandemic Got Seniors to Buy Groceries Online. That Might Not Last](#). Bloomberg News. 2021
- [Anthropology, Empathy, and Human Centered Design](#). What I Wish I Knew podcast. (excerpt from interview on a range of topics) 2021
- Anthropology in Business podcast. [Interview](#) 2021
- AnthroPerspectives video series. [Interview](#). 2020
- *Authors Meet Critics* [video](#) on [Brands and Cultural Analysis](#). Advertising & Society Quarterly. Volume 21. Issue 2. 2020
- [Business in the Time of Coronavirus](#) podcast. Featured in episodes 1 & 4. 2020
- Decoding Culture podcast. [Interview](#) on The Value of Business Anthropology. 2019
- *Authors Meet Critics* [video](#) on [The Language of Branding: Theory, Strategies, and Tactics](#). Advertising & Society Quarterly. Volume 20. Issue 1. 2019
- Marketing News. Focus Groups. May 30, 2011
- American Marketing Association. Podcast on Focus Groups. 2010
- The Journal News. Psychographics. 2006
- WCBS Radio. Baby boomers. 2006
- Westchester County Business Journal, Fairfield County Business Journal, and The Journal News. Regional Psychographics. 2005
- The New York Times. Compound W advertising. 2003
- Brandweek. Baby boomers. 2002
- Brandweek. Carpet Fresh advertising. 2000
- DTC Marketer. Numerous interviews on direct-to-consumer Rx advertising. 1998-2001

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## PROFESSIONAL ASSOCIATIONS

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- [American Anthropological Association](#)
- [Society for Applied Anthropology](#)
- [National Association for the Practice of Anthropology](#)
- [Business Anthropology Community](#)
- [EPIC](#)

January 2025