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EDUCATION

- 2006 Mandarin Language Study, Santa Monica College, Santa Monica, CA.
- 1995 Ph.D., University of Kansas (Anthropology). Dissertation: Skillful Butchers in a Deskilled Packinghouse: An Ethnographic Study of a Boxed-beef Factory.
- 1985 M.A., University of Wyoming (Anthropology). Thesis: Household Composition and Scores on the Vietnamese Depression Scale: Vietnamese Refugee Youth in Garden City, Kansas.
- 1982 Public Broadcasting Management Certificate. Summer Management Institute, the Wharton School, University of Pennsylvania.
- 1980 Graduate Coursework (Anthropology). Brandeis University, Waltham, MA.
- 1976 B.A. *cum laude* (Anthropology). Washington State University.

TEACHING & UNIVERSITY SERVICE

| <i>Date</i> | <i>Position</i> | <i>Courses and Service</i> |
|--------------|--------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2013-Present | Clinical Assistant Prof Darla Moore School of Business University of South Carolina | International Business Comparative Institutional Systems International Internship Globalization, Culture & Bus. Environ. IB Undergrad Admissions Comte. (2014) Internship Committee (2014-2015) Honors Thesis Advising (2015) Undergrad Honors Mentor |
| 2013 | Instructor, Copper Mtn. College Joshua Tree, California | Introduction to Cultural Anthropology. |
| 2003-2011 | Professor Agregado U. Adolfo Ibañez Masters in Consumer Behavior Santiago, Chile | Etnografía y Consumación (Consumer Ethnography), Intensive in ethnographic methods for business & public policy. |
| 2008 | Visiting Lecturer U. Missouri-Kansas City Bloch School of Business | China Business & Culture Course, Executive Master's Program, Supervise Beijing & Shanghai Field Experience. |
| 2001-2002 | Lecturer (full-time) California State University, Long Beach | Research Methods & Applied Anthropology; Assist with curriculum. |
| 1999-2001 | Center Director Center for Ethnographic Research | Manage Research Center, Seek & Direct Funded Research. |
| 1997-2001 | Research Associate Professor U. Missouri-Kansas City | Ethnography; Research Methods in the Human Sciences, Gender & Sexuality, Social Science IRB Board Member. |

PROFESSIONAL EXPERIENCE

| <i>Date</i> | <i>Position</i> |
|--------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2015 (forthcoming) | Consultant, University of Missouri Columbia, Missouri & Santiago, Chile Short-term Study Abroad Curriculum design: Exec. MBA |
| 2003-present | Founder, President & CEO, Pacific Ethnography Company (PacEth), a California Corporation; affiliates in Shanghai; Pondicherry, India; and Recife, Brazil, www.paceth.com. |
| 2000-2002 | Founder, President & CEO, Ethnographic Research Group, LLC. Kansas City, Missouri. www.ethnographic-research.com. |
| 1996-2002 | UMKC; CSU-LB (see Teaching and University Experience, above). |
| 1992-1996 | Program Specialist; Bilingual Education, Race, Language, and National Origin Programs, Kansas Dept. of Education (Topeka, Kansas). Program review and evaluation, manage State of Kansas Bilingual Education Funding; teach in-service courses on language acquisition and grant making to classroom teachers and administrators in K-12 Education. |
| 1986-1992 | Social Service Administrator, Refugee Programs, Social and Rehabilitation Services, State of Kansas, (Garden City, Kansas). Solicit federal funding, create and manage not-for-profit refugee services organizations in Garden City, Dodge City, and Garden City in response to massive immigration of former refugees drawn to Southwest Kansas by the meatpacking industry, provide training in cross-cultural communication to public schools and health-care agencies. |
| 1974-1986 | Station Manager, Public Radio KANZ-FM; Broadcaster, News Director, or Program Director at KWSU AM; KVOC AM; KOWB AM; KMTN FM; WDLW AM; & KBUF AM/FM. |

SELECTED US & INTERNATIONAL PROJECTS & ENTERPRISE CLIENTS

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| 2015 | Greenville, SC. Brazil Market Entry Workshop (May). USC Folks Center/Scansource. |
| 2014-15 | NYC. New urban store siting research, expert interviews. Lowe's Incorporated. |
| 2013 | Shanghai. Flexible Small Enterprises in Shanghai. CLARO Design. |
| 2012 | Shanghai. UniQlo Customer Experience. Daishinsha and UniQlo. |
| 2012 | Shanghai. Concepts of Beauty and Health Daishinsha and Panasonic, Japan. |
| 2012 | Yucheng, Shandong Province; Nantong, Jiangsu Province (China). Quicksand Design and Unilever. |
| 2011 | Recife, Pernambuco and São Paulo, Brazil. Continuous Feed Ink Printers and the Lan House: Ethnographic Product Test. Epson America. |
| 2011 | Shanghai; Bazhou, Hebei; Zhenjiang, Jiangsu; Danyang, Jiangsu; Hengyang, Hebei; Danyang, Hebei; Guangzhou. Confection consumer ethnography. William Wrigley Company. |
| 2010 | Recife, Pernambuco; São Paulo, Brazil. Lower-Middle Class Households and Printers. Epson America. |
| 2010 | Shanghai and Beijing. Executive MBA Field Supervision. Bloch School of Business, UMKC. |

- 2009 **Shanghai.** Youth and Gaming Devices: Design Research. Global IT Firm.
- 2009 **XinZheng, Henan; Lin'An, Zhejiang (China).** Lower-Income Youth and Oral Care. Warner-Lambert / Johnson&Johnson.
- 2009 **Santa Cruz de la Sierra, Bolivia.** Ethnographic methods training. Galería Simple.
- 2008 **Beijing.** College Students & Laptop Use: Design Research. Dell.
- 2008 **Tokyo, Kyoto; Beijing, Shanghai; Jakarta; Mumbai; Dubai; Johannesburg; Madrid; Prague; London, Kansas City.** Women's Economic Power. Omnicom.
- 2007 **Chennai, India; Shanghai & Beijing; Santiago, Chile; Los Angeles, California.** Disability and Airplane Design. The Boeing Company.
- 2005 **Beijing, Guangzhou, Shanghai.** Migrant Workers and Mobile Communication. Global IT Firm.
- 2004 **Pondicherry, India.** Village Economics and Internet Potential. Microsoft Design Center.
- 2004 **Liangshan Autonomous County, Sichuan; Sanming, Fujian; Liangshan, Shandong.** Middle-School Dorm Life and Computer Use. Global IT Firm.
- 2003-'11 **Santiago de Chile.** Intensive Courses in Ethnography and Consumption. U. Adolfo Ibáñez.
- 2003 **Foshan, Guangzhou; Chengdu, Sichuan.** Computers and Chinese College Dormitory Life. Global IT Firm Shanghai Design Center.
- 2002 **Chengdu, Sichuan; Guangzhou; Shanghai.** Emerging Middle Class Consumption in China. Context Research Group.
- 2001 **Tijuana; Tokyo; Shanghai; Beijing; Stockholm; Malmö; Kansas City.** Oral Care Design Research. Warner-Lambert.
- 1999 **Beijing; Shanghai.** MP3 Device Use in Beijing and Shanghai China. SPRINT-PCS.
- 1998 **Stockholm, Malmö; Atlanta, Kansas City.** Mobile Phone Use and Early Adopters. Motorola.

SELECTED PUBLICATIONS, PRESENTATIONS, RESEARCH REPORTS, & ETHNOGRAPHIC VIDEO

- In Prep. Review of Yu, Chun-Fang. Passing the Light: The Incense Light Community of Buddhist nuns in Taiwan. Sweeping Zen <http://www.sweepingzen.com>
- In Prep. Host Organizer for Hebei University of Finance research team on cultural clusters in South Carolina (for 2016 visit to USC)
- 2015 Business Anthropology Opportunities. Invited presentation, Wayne State University graduate program in Business Anthropology. (April)
- 2015 Interpretive Labor at Work. Invited Paper in the session: Moving Organizations to the Foreground. Society for Applied Anthropology Annual Meeting, Pittsburgh, PA (March). Podcast by SfAA, sfaapodcasts.net. (September)
- 2014 Doing Consumer Anthropology: Warnings and Advice. Invited American Anthropological Association Wednesday Webinar.
- 2014 With Elizabeth K. Briody. Success Despite the Silos: System-Wide Innovation and Collaboration. International Journal of Business Anthropology 5(1):30-53.
- 2014 Able To Fly: Ethnography and the Disabled Airline Passenger. In Handbook of Anthropology in Business. Rita Denny and Pattie Sunderland, eds. Berkeley: Left Coast.

- 2013 Problematizing Product Consumption, Problematizing our Client's Use of the Data. Jishou University Business Anthropology Conference; Jishou University, Jishou, Hubei, China. Invited presentation. 23 May.
- 2013 Able to Fly: Global Design Ethnography and Airplanes. Keynote presentation for Total Customer Experience Leader's Summit, Institute for International Research, Boston, April 8.
- 2013 Convincing Stories: Research Reporting. Invited workshop facilitation, Marketing Science Institute, Thousand Oaks, California, February 15.
- 2012 Shopper Trust and Retail Forms: What's Going On from Mom and Pop Shop to Global Big-Box in China. Keynote presentation for Marketing Science Institute, Fashion Institute of Technology, New York, NY, June 4.
- 2012 With Helena Ottoson. DYMO Field Research Reports. Design research ethnography for InProcess, Paris and DYMO, Atlanta, GA, Los Angeles: PacEth.
- 2012 Ed. Jo Yung and Daishinsha Agency, Japan. UniQlo Field Support, Customer Interviews, and Store Visits in Shanghai, Los Angeles: PacEth.
- 2012 With Christina Keibler, Gavin Johnstone and Helena Ottoson. University of Phoenix Student and Faculty Internet User Research: Fieldwork and Research Reporting, Los Angeles: PacEth.
- 2012 With Babitha George, Jo Yung and Ayush Chauhan. Cleaning Product Consumer Evaluation Research in Tier-III Cities in China for Unilever: Research Reports and Shanghai Team Workshop, Los Angeles: PacEth.
- 2012 The Doublemint Consumer Journey in China: Smoking Control and Other Implications. Research reports for William Wrigley Jr. Company, Los Angeles: PacEth.
- 2011 Hanging Out Your Shingle: Practical, Strategic, and Ethical First Steps for Anthropological Contract Work. Workshop presented at the 110th Annual Meeting of the American Anthropological Association, Montréal, Canada, November 17.
- 2011 Why I ♥ Walmart: The Delights and Delusions of So-Called Consumer Anthropology. Invited paper at The Legacies and Future Directions of Business Anthropology, 110th Annual Meeting of the American Anthropological Association, Montréal, Canada, November 17.
- 2011 With Thaís Pavez, Tessa Jones, and Sara Azevedo Cardozo. Continuous Feed Ink and the Lan House: Brazil. Sponsored research for Epson America, Los Angeles: PacEth.
- 2010 With Thaís Pavez, Tessa Jones, and Sara Azevedo Cardozo. Lower-Middle Class Households and Printer Use in São Paulo and Recife, Brazil. Sponsored research for Epson America, PacEth: Los Angeles.
- 2010 The Product Itinerary Goes Home, and to Mauss. Pecha Kucha at Special Event Panel sponsored by the Society for Humanistic Anthropology, presented at the 109th Annual Meeting of the American Anthropological Association, New Orleans, LA, November 18.
- 2010 With Jo Yung, Christina Keibler, Denise Allen and Jo Ellen Minnis. Hanes Outlets In-Store Ethnographic Research: Florida, Georgia, South Carolina and North Carolina Research Report. Sponsored Research for HanesBrands, Los Angeles: PacEth.
- 2010 Practicing Anthropology with Chinese Characteristics. Invited presentation to University of Wyoming International Studies Department, Laramie, Wyoming, March 12.

- 2010 With Tessa Jones and Jacqueline Martinez. El Camino del Comprador: Latino Shoppers at Best Buy. Sponsored research video for Socius MMC, Los Angeles: PacEth.
- 2009 Why We Love the Recession: Sort of. *Anthropology News* 50(7):31.
- 2009 With Jo Yung. Oral Care in Tier III Cities in China. *Ethnographic Research, Videography, and Reporting*, for Johnson&Johnson, Los Angeles: PacEth.
- 2009 Problems and Prospects in Enterprise Anthropology: Three Examples from Anthropological Practice. Session chair: Enterprise Anthropology. Kunming, China, meetings of the International Union of Anthropological and Ethnological Sciences, July 29.
- 2009 With Denise Allen and Jo Ellen Minnis. Hanes Tee and Fleece In-Store POS Ethnography and Post-Shopping Interview Reports. Sponsored research for HanesBrands, Chicago and Orlando, Los Angeles: PacEth.
- 2009 Etnografía y Diseño para Innovación (Ethnography and Design for Innovation). Workshop on ethnography and design for community development and marketing professionals. Galería Simple, Santa Cruz de la Sierra, Bolivia, 16-18 April.
- 2009 With Jo Yung. Gaming and Chinese Youth: Implications for Design. Field research in Shanghai and Beijing and report for Global IT Firm design team. PacEth: Los Angeles.
- 2009 With Hai Nguyen, David Rojas, and Tessa Jones. The Meaning of Clean. Sponsored ethnographic research and videography in Florida and California for Checkers Rally's Restaurants, Los Angeles: PacEth.
- 2008 With Jo Yung, Martin Høyem, and Bill Nu'er. *Blogs for Team Ethnographic Research and Analysis: A Chinese Example*. Invited presentation for International Seminar on Qualitative Research Methods Applied to the Understanding of Consumers. University of Paris V, (Sorbonne), January 9-11.
- 2008 Laptop Use and Young People in China. Design research report sponsored by Dell, Los Angeles: PacEth.
- 2008 With Dawn Rivers Baker. Understanding Microenterprise. Research report for Epson America, Los Angeles: PacEth.
- 2008 With Inga Trietler. Consumer Anthropology: Connecting with People through Commerce. *Anthropology News* 49(3):5-6.
- 2008 With Tessa Jones, Jo Yung, Bruno Moynié, Lucy Neiland, Steve Hagelman, Jason Eng, Inga Trietler, David Rojas and Kevin Browne. Women's Economic Power: Research Report and Four Videos. Sponsored research in Japan, China, Indonesia, Dubai, South Africa, Spain, Czech Republic, England, and Kansas for Omnicom, Los Angeles: PacEth.
- 2008 With Dominique Desjeux, Jo Yung, and Ben Ross. Luxury in China. Workshops and field visits in Beijing for General Motors design team.
- 2007 With Jo Yung. Agency in Team Ethnography for Business: Who Tells Us What To Do? Paper Presented at the 106th Annual Meeting of the American Anthropological Association, Washington, D. C. November 16.
- 2007 With Bruno Moynié, William Barley, and Jo Yung. Youth and Car Customization in Southern California. Sponsored research & video for General Motors, Los Angeles: PacEth.

- 2007 With Jo Yung. Aviation Interiors and Disability: Why Flying Blind, Deaf, and Disabled Helps Designers See, Hear, and Experience. Invited presentation, Aircraft Interiors Exposition, Hong Kong, SAR, China.
- 2006 With Bruno Moynié, Jo Yung, Sergio Poblete, and Boeing Design Team. Able to Fly. Four Videos from Chile, China, India, and the USA. Sponsored research and video for The Boeing Company, Los Angeles: PacEth.
- 2005 With Bruno Moynié (cinematographer, editor, ethnographer). How American's Eat. Video from fieldwork in three U.S. Cities. Sponsored research and video for Wendy's International, Los Angeles: PacEth.
- 2004 With R. Haridoss et al. Aryapalayam Welcomes You: Technology Use in a South Indian Agricultural Village. Sponsored research and video for Microsoft, Los Angeles: PacEth.
- 2003 Beverages in Mom and Pop Store: the Role of Big-Box Club Retail. Field research in Florida for Tropicana Beverages.
- 2002 "Beef in a Box: Killing Cattle on the High Plains. *In* Mary Henninger-Voss, ed., *Animals in Human History: The Mirror of Nature and Culture*. Pp. 83-114. Rochester, NY: University of Rochester Press.
- 2000 Review of Lectures Against Sociolinguistics by Rajendra Singh. *Yearbook of South Asian Languages and Linguistics* 2000: 277-280.
- 2000 Projectors: End Users and Customers. Sponsored research for Epson America. Ethnographic Research Group: Kansas City.
- 1999 Postal Modernism and Anthropological Relevance at Hallmark Cards, Inc. *Anthropology News* 40(2):6.
- 1999 Beef in a Box. Invited presentation as Davis Fellow applicant runner-up, Davis Center, Princeton University Department of History, Princeton: New Jersey, March.
- 1998 Mobile Phone Use Among Early Adopters: Latinos and Swedes. Sponsored research for Motorola. Center for Ethnographic Research: Kansas City.
- 1998 'I Just Put My Boyfriend in the Trunk': Doing Gender in Packinghouse Towns. Paper presented at the Central States Anthropological Society, Kansas City, Missouri, April 3.
- 1998 With Patricia Sunderland. What's Behind Halloween? *Washington Post Horizon's* Section, Wednesday, October 14.
- 1997 With Gavin Johnstone. MP3 and Mobile Phones: Music and Youth. Research in Kansas City and Beijing. Sponsored research for Sprint-PCS. Kansas City: Center for Ethnographic Research.
- 1997 Uinta County, Wyoming Futures Ethnographic Assessment. Ethnographic Research and Report for The Wyoming Foundation, Kansas City: Center for Ethnographic Research.
- 1997 With Donald D. Stull. *Doing Team Ethnography: Warnings and Advice*. Beverly Hills, CA: Sage.
- 1996 With Donald D. Stull. Management and Multiculturalism. *Meat&Poultry* 42(4):44-50.
- 1996 Views from the Plate and the Plant: Four Books About Industrial Meat Processing. Review Article for *Culture and Agriculture* 18(1):29-33.
- 1996 Culture Against Knowledge: Power at the Center Applied at the Margins. Annual Meeting of the Society for Applied Anthropology, Baltimore, MD, November 15.

- 1995 Rewriting a Story of Progress. *In* Gösta Arvavstson and Mats Lindqvist, eds. The Story of Progress. Acta Universitatis Upsaliensis 17:63-75.
- 1994 Language, Culture, and Disability. Keynote address. Midwest Association for Behavior Disorders. Kansas City, MO. April.
- 1994 The Anthropologist as Radio Producer *In* S. Allen, ed. Media Anthropology: Informing Global Citizens. Pp.131-142. Paramus, NJ: Bergin and Garvey.
- 1994 Guys in White Hats: Short-term Participant Observation Among Beef Processing Workers and Managers. *In* L. Lamphere and A Stepik, eds. Newcomers in the Workplace. Pp. 78-98. Philadelphia: Temple U. Press. [Conrad Arensberg Award Winning Book, American Anthropological Association, 1994].
- 1992 With Donald D. Stull and Michael J. Broadway. The Price of a Good Steak, *In* L. Lamphere, ed. Structuring Diversity: Ethnographic Perspectives on the New Immigration. Pp 35-64. Chicago: University of Chicago Press.
- 1992 The Four Fields in Practice. Anthropology News 33(7):4.
- 1990 New Immigrants and the Social Service Agency: Changing Relations at SRS. Urban Anthropology 19(4):378-407.
- 1990 With Donald D. Stull *et al.* Changing Relations: Newcomers and Established Residents in Garden City, Kansas. Report No. 172. Lawrence, KS: Institute for Public Policy and Business Research.
- 1989 Vietnamese Refugee Adjustment and Household Dynamics in Southwestern Kansas: Assessing Mental Health Needs. High Plains Applied Anthropologist 9(1):189-247.
- 1988 Historical Archaeology at a Union Pacific Railroad Station in the Red Desert. Stanley South, ed. The Conference on Historical Archaeology Site Papers 15:153-175. Columbia, SC: University of South Carolina.
- 1988 Vietnamese Household Organization in Garden City, Kansas: Southeast Asians in a Packing House Town. Plains Anthropologist 33(119):27-36.
- 1978 Hats and Boots: Some Regional and Temporal Aspects of the Cowboy Complex As Seen in the Photographic Record. Wyoming Contributions to Anthropology 1:1-14.

PROFESSIONAL AND VOLUNTEER ACTIVITIES

Reviewer, International Journal of Business Anthropology (2014)

Professional PhD Mentor, National Association for the Practice of Anthropology (2014-present)

Board Member, Yokoji Zen Mountain Center. (2014-present)

Member, International Union of Anthropological and Ethnological Sciences.

Volunteer: AIDS Research Alliance, West Hollywood, California (2006-7).

Reviewer, Human Organization, Society for Applied Anthropology (2007).

Executive Board member, Treasurer, National Association for the Practice of Anthropology (1990s).

Fellow: American Anthropological Association; Society for Applied Anthropology.

SKILLS

Spanish (fluent speaking, reading, writing); Mandarin (fair speaking, beginning reading and writing).

French (some speaking, good reading); Vietnamese (some speaking, reading and writing).

Swedish (some speaking and reading); Portuguese (some speaking, fair reading).

Ethnographic and documentary film production, videography, FinalCut Pro editing.

Ethnography for evaluation, public policy and consumer research; depth interviewing.

Studio ceramics, stoneware pottery.