

Anthropology Matters...In Corporate America.

Bridging The Gap Between Brands And Their Consumers

Building Brands at P&G



- *Anthropology allows you to be a better researcher*
- *We can better solve business questions by viewing them from a consumer or human perspective*
- *Worked on brands, such as Bounty, Zzzquil, and Olay, to help develop innovation that better met the needs of their consumers.*

Enabling Organization Change



- *Master's in Anthropology from UNT added depth to my research thinking and approach*
- *Applied research project was to enable a cultural shift within the market research department at P&G*
- *Worked with the research organization to determine the attitudes, behaviors, systems that would need to shift in order to apply a more human-centered approach in research*

Driving growth within Home Improvement



- *Anthropological thinking has been leveraged to solve tough problems that have gone unanswered for years.*
- *Consumers are unaware that the Home Improvement channel sells cleaning products, such as detergent, toilet tissue, etc. Leveraging participant observation, we uncovered the barriers to awareness and how we could talk to consumers in a way to create awareness and to shift shopping behaviors*

Guiding companies strategically

ARTYFACT

- *Utilizing anthropology background as part of a new business venture (Artyfact) to help brands/companies be more relevant and meaningful for their consumers.*
- *Able to leverage anthropology as a point of differentiation between other brand consultants and market research firms*
- *Companies value and are seeking anthropologists to help them be more authentic and really understand the communities they serve*