## Participant Bios

| Maria Bezaitis, Chris Miller, Inga Treitler Tim Malefyt, Marietta Baba, Patty Sunderland, Rita Denny | The Ethnographic Practice in Industry Conference (EPIC) promotes the use of ethnographic investigations and principles in the study of human behavior as they are applied in business settings. By understanding people, what they do, how they do it and how these change over time, we can create better business strategies, processes and products, as well as enhance and simplify people’s lives. Beyond this, the conference aspires to promote the integration of rigorous methods and theory from multiple disciplines into business practices; to advocate business decisions based upon sound research; to promote public recognition of practicing ethnography as a profession; and to support the continuing professionalization of the field. EPIC illuminates social phenomena through theory and practice. We explore, debate, and engage knowledge production in the digital age. While business is a primary context for this activity, the effects of ethnographic work are far-reaching. EPIC is committed to the view that theory and practice inform one another, and that through our work in a range of settings, we transform industry and the world. |
| Evan Hanover, Abbey Baker, Marta Cuciurean-Zapan Conifer Group | Evan Hanover, Director of Research, Conifer Research. While researching the semiotics of humor in graduate school, Evan concluded that studying why things are funny makes them distinctly less so. It was time to leave academia behind and apply his skills to the business of research. He’s been at it for 15 years now, the last 6 at Conifer where he is the Director of Research. He oversees a team of social scientists in pursuit of insight into the value and meaning of everyday experiences - everything from watching TV online in the Midwest to preventing malaria in West Africa. That’s the semiotics part, but the humor lives on too. Evan also parlayed his background into a parallel career as a dramaturg and theater photographer. He is currently an Artistic Associate with Chicago’s Neo-Futurists theater company.  
Abby Baker, Associate, Conifer Research. Abby joined the Conifer team in the summer of 2012 with a passion for research after graduating with a high honors degree in Feminist, Gender, and Sexuality studies from Wesleyan University. Her senior thesis "Porous Bodies, Collective Agency: An Ethnography of Dance Possession Ceremonies in Mali" won the Carol B. Ohmann award for best thesis in the department. Abby's research interests lie in the intersections between embodiment, feminism, and spirituality. She brings her keen eye for observing body language and eccentricities to every project she works on at Conifer. Abby also creates video collections for clients to illuminate user stories and insights.  
Marta Cuciurean-Zapan, Senior Associate, Conifer Research. Trained in cultural anthropology, Marta Cuciurean-Zapan leads internal and client teams in the field, and in discovering insight and opportunity through user-centered research and design at Conifer Research. After exploring issues of public space and performance with Critical Mass, an urban cycling movement, and bureaucracy and power in U.S. aging policy, Marta brings an adapted methodological approach to help clients like Comcast, Turtle Wax, American Greetings, and McGraw-Hill understand their consumers and develop new products and services. Marta has a Master’s degree in anthropology from Temple University and a Bachelor’s degree in cultural anthropology and art theory and practice from Northwestern University. |
Niel Tashima  
LTG Associates  

Niel Tashima, Managing Partner, LTG Associates, Inc.  
Nathaniel (Niel) Tashima began his anthropological career (working) in a locked psychiatric ward and in a methadone clinic. These early experiences have provided him a base from which to work with people and communities around the world. He developed and directed the first mental health program for arriving Vietnamese that opened in Camp Pendleton, CA on May 1, 1975. He went on to work with Asian American and Pacific Islander communities to create community based mental health organizations, designed anthropologically based approaches to community outreach for people at risk for HIV/AIDS, and worked on multi-cultural crew issues for the space station. He has directed evaluation and technical assistance projects for CDC, HRSA, NICHD, and other federal agencies, USAID, WHO, faith organizations and local community based projects. In all of his work, he has kept his vision focused on the application of anthropological theories, methods, and tools for solving problems and developing opportunities in the world. Niel is trained in the five fields of anthropology and has been actively engaged in NAPA, AAA, and SFAA. He is one of the two Managing Partners in LTG Associates, the oldest known anthropologically-based consulting firm. He has taken special interest in the ethics of anthropology.

Jen Kersey  
Casey Scott-Songin  
Dara Schoenwald  
SapientNitro

Jen Kersey.  
As a trained applied anthropologist, Jen now works at SapientNitro with over seven years of experience in ethnographic and consumer research. While her experience ranges the gambit of research with children, pharmaceuticals, online education, gaming, technology and design (both products and services), one of her specialties is eCommerce. Jen’s wide-variety of experience with methodologies ranging from qualitative to quantitative equips her to deep dive into any situation and learn what consumers and users need in order to find actionable insights that solve real business problems. Past client list includes Mattel, Vail Resorts, Bed, Bath & Beyond, Target, PBSKidsGo!, Microsoft, Just Born (Peeps Candy), Kotex, Harper Collins, and Juice Pharma.  

Casey Scott-Songin.  
Casey joined SapientNitro with three years of experience in ethnographic methods and consumer research. Trained as an anthropologist, she specializes in digital behaviors, music consumption and creation, and online communities. She has also done extensive research on automotive, recreational products, video on demand and streaming, mobile, and consumer goods. Her broad range of skills from qualitative and quantitative research methods to web analytics, allowing her to understand the underlying motivations and needs of the consumer along with resulting behavior throughout the customer journey experience. In the past, Casey has worked with clients such as Movies on Demand, Cox Communications, Target, BMW Canada, Nivea, Bombardier Recreational Products, Novartis, RIM, and Starbucks.  

Dara Schoenwald.  
Dara Schoenwald is a cultural anthropologist and marketing strategist with a passion for music and social activism and environmentally sustainable practices. She did her graduate work at FIU where she focused on cross-cultural dance and music, primarily the influence of the African Diaspora on the traditions of Latin America and the Caribbean. She has spent time in Brazil learning Portuguese and conducting research for her thesis on tourism and Capoeira, an Afro-Brazilian dance/martial arts form. As an undergraduate, she studied Communications and Film and Video at the University of Michigan. Professionally, she has worked for the past 7 years as an applied anthropologist and consumer insights specialist at SapientNitro, a global integrated marketing services company and digital advertising agency. She conducts ethnographic research to inform the marketing strategies for Sapient’s clients, usability testing to ensure people-friendly designs, and helps clients to stay on top of trends in the digital space.

Elizabeth Briody  
Cultural Keys, LLC.

Elizabeth K. Briody, Ph.D., is a cultural anthropologist whose work has involved cultural change in organizational settings. She was employed as a researcher at General Motors R&D for 24 years. In one of her last projects there, she led a multi-year study requested by senior GM leadership to improve culture on the plant floor. Briody and her colleagues worked with plant leaders to develop, test, and implement ten “Collaboration Tools” to improve workplace collaboration. Transforming Culture, which won the Textor Prize from the AAA in 2012, documents this work. After she left GM, Briody founded CulturalKeysLLC which helps firms and nonprofits solve organizational and cultural-change issues. Briody has helped clients in many industries around the world including medical, consumer-products, insurance, long-term-care, and manufacturing. She just completed a community-based participatory research project helping a large hospital become more patient-centric by improving the patient experience and reducing patient wait time.

Ryan Klotz  
Sherpa Analytics

Ryan Klotz.  
Ryan Klotz is an applied anthropologist trained in the development of mixed methodologies for studies involving sociocultural data, both quantitative and qualitative. This has allowed him to be very eclectic in terms of subject matter and topical focus and has given rise to several distinct and ongoing research areas. These include the study of the impacts of agricultural modernization and economic development in Central America, global health as it relates to pesticide exposure in farming populations, and the structure of alternative food systems like farm-to-table schemes, urban farming, and community supported agriculture. Professionally, his current research interest is in digital anthropology, international social media use, and big data analytics. He currently works for Sherpa Analytics where he works to identify key cultural variables that can be applied to social media use across cultures using statistical trend analysis of digital texts.
| **Dennis Schleicher**<br>Sears | Dennis Schleicher is a thought leader, user experience designer and manager with more than 20 years of experience designing insightful methodologies, experiences and robust information architecture. He currently leads a team of user experience designers, developers and visual designers dedicated to executing high-profile transformation initiatives across the Sears Holding Corporation. Prior to his current position, Dennis served as Vice President of Design at Red Privet where he led our experience design discipline and provided hands-on consulting for top-tier clients. Dennis is a recognized leader in the IA field with a track record of achieving measurable business results and growing successful teams. In 2009, he served as Director of User Experience Architecture at Sears Holding Corporation where he managed the user experience architecture teams that build the internet presence for Sears.com and Kmart.com. At Comcast Interactive Media, Dennis established the company's Usability Lab as Director and of Information Architecture & Usability in 2008. Prior to that, he served as a Senior Information Architect with e.magination. His focus on information architecture began in 2000 when Dennis was as an Information Architect first at Argus Associates and then at J. Walter Thompson. There, his work with Ford led to multiple Web Marketing Association WebAwards, including Outstanding Website for the Ford Escape Hybrid Reveal site. Dennis began his career at Wayne State University. He worked on a variety of projects for the likes of Ford, Chrysler, General Motors, the United States Air Force and the Lilly Foundation. |
| **Susanna Hoffman**<br>Independent | Susanna Hoffman. Susanna Hoffman (Ph.D. University of California, Berkeley) is a disaster anthropologist, former professor, and the author, co-author and editor of ten books and two ethnographic films and more than forty articles and columns. She is currently director of her own consulting firm, Hoffman Consulting (www.susannahoffman.com), Among her books are: CATASTROPHE AND CULTURE, School of American Research Press, 2002, and THE ANGRY EARTH, Routledge, 1999, both co-edited with Anthony Oliver-Smith. Her ethnographic films are the award winning KYPSELI: WOMEN AND MEN APART and the Emmy winning THE NATURE OF CULTURE. In 2001, she was the first recipient of the Fulbright Foundation’s new Aegean Initiative Grant shared between Greece and Turkey. In the last few years she has worked on pre- and post- disaster issues in Ache, Sumatra, Indonesia, Uzbekistan, Kazakhstan, El Salvador, India, and the United States and more. She helped write the United Nations statement on Women and Natural Disaster and has advised, among others, the Red Cross, Red Crescent, Northwest Medical Teams, National Science Foundation, numerous other international disaster relief organizations. She gives talks and consults nationally and internationally and appears on television and radio shows, including National Geographic television and the Discovery Channel. |
| **Teresita Majewski**<br>Statistical Research, Inc. | Teresita Majewski. Teresita Majewski, Ph.D., RPA, FSA, is trained as an anthropological archaeologist. She has conducted archaeological fieldwork throughout the United States, as well as in Central Mexico and Highland Guatemala, and archival research in Mexico, Guatemala, the United Kingdom, and Europe. Her most intensive research interests have focused on historical archaeology with a special emphasis on material culture, particularly ceramics. She has researched topics ranging from colonialism, the historical archaeology of Native Americans, and consumerism, to disciplinary development and applied topics such as collections and project management. Early in her career she managed a state archaeological society, working extensively with both professionals and avocational archaeologists to instill a preservation ethic, and then spent a number of years as managing editor of the Society for American Archaeology’s journals American Antiquity and Latin American Antiquity. She has worked for the heritage management consulting firm Statistical Research, Inc. (SRI) for nearly 20 years on projects throughout the United States and internationally, applying her anthropological knowledge in a business setting with the goal of contributing to an improved global appreciation of heritage. Since 1999, she has held a senior management role at SRI and is currently vice president of operations. She is a Registered Professional Archaeologist, a fellow of the Society of Antiquaries of London, an associate research professor in the School of Anthropology at the University of Arizona, and immediate past president of the American Cultural Resources Association. |
| **Inga Treitler**<br>Anthropology Imagination, LLC. | Inga Treitler. Inga Treitler founded Anthropology Imagination LLC to carry out consulting work for clients in business, not for profits, and government. Project diversity is a key aspect of her business model, which depends on continually expanding methods. Much of her work has been in the product and service arena, some in energy policy, and some in support of social services. She has conducted ethnographic studies across the US and in India and several countries in Europe (France, the Netherlands, Germany, and Sweden). Her doctoral research was in the West Indies just after independence where she set out to understand how music and carnival were used to build political culture. Before founding her own company, she worked for Oak Ridge National Laboratory applying the same techniques to understand public concerns and opinion for Environmental Impact Studies that are part of federal decision making, and developing innovative new applications for the early days of the Internet. |
### Laurie Krieger  
**Manoff Group**

**Laurie Krieger.** Laurie Krieger received her M.A. and Ph.D. in anthropology from the University of North Carolina at Chapel Hill, with a minor in Epidemiology in the School of Public Health. After defending her dissertation, she visited Washington, D.C. to look for jobs and attend a Washington Association of Professional Anthropologists (WAPA) meeting. There a WAPA member told her of an opening in the anthropology of the Middle East at Foreign Areas Studies (FAS) at American University. FAS wrote open-sourced books for the army on every country in the world. Her application was successful and she worked at FAS for one year, when the FAS grant was discontinued. She followed WAPA members’ advice and called up WAPA members who were practicing medical anthropologists to ask for informational interviews and advice. One of these WAPA contacts very kindly helped Krieger to get her first long-term USAID consultancy, which launched Krieger’s career as a practicing public health anthropologist. She has since consulted, worked for an international, U.S.-based health non-profit, and enjoyed a fellowship with the USAID Office of Women and Development (now GenDev). For the past 14 years, she has worked for The Manoff Group, a small, woman-owned consulting company specializing in behavior and social change in international health and the environment.

### Rob Wasserstrom  
**Terra Group**

**Rob Wasserstrom.** Dr. Robert Wasserstrom is a social anthropologist who has worked in the waste management and energy industries since the late 1980s. His assignments have included designing and managing large, privately financed community development projects in West Africa and the Amazon Basin. Before that, he held various jobs in Washington, DC, and taught at Columbia University. He currently serves as a visiting lecturer in the energy governance program at FLACSO, a social science graduate school in Ecuador.

### Mark Edberg  
**GWU & DSG, Inc.**

**Mark Edberg, PhD, MA.** Dr. Edberg has directed/co-directed or conducted CDC-funded interventions and research related to youth and gender violence; projects with UNICEF in the Latin America-Caribbean region and in Belize; the development of theory-based planning and evaluation frameworks for the Administration on Children, Youth and Families and the U.S. Office of Minority Health; assessments and evaluation research (sexual exploitation and trafficking prevention, high risk youth and substance abuse, risks for HIV, STIs, hepatitis, HIV prevention outreach programs, health disparities grantees); NIDA and NIH-funded research on substance abuse, HIV risk, and health care access issues among Southeast Asian immigrants, Latino immigrants, and injection drug/crack users; and ethnographic research as well as community interventions in the U.S.-Mexico border region. He has also provided consulting and support for the Organization of American States, USAID, Urban Institute, and local governments, and has significant experience working with research/evaluation consulting firms (Development Services Group, Inc. and others). He is currently an Associate Professor at George Washington University, where he serves as Director of the National Institute on Minority Health and Health Disparities-funded Avance Center for the Advancement of Immigrant/Refugee Health, as well as Co-Investigator for the ADELANTE research intervention within the Center. In addition to directing the Avance Center, Dr. Edberg also directs a global-oriented Center for Social Well-Being in the Latin America-Caribbean Region, with current projects in partnership with UNICEF.

### Dawn Lehman  
**MindingYour Business**

**Dawn Lehman.** Dawn Lehman holds an M.A. degree in organizational anthropology and Ph.D. in medical anthropology. As an organizational anthropologist, she has conducted extensive research at small, medium and large companies, including General Motors, Pharmaica Corporation, and the United States Air Force. Her research has focused on the impact of culture on the implementation of new technology; organizational change; employee training; intergenerational communications; cultural competency; and customer service. As Director of Education at Mather LifeWays Institute on Aging, she directed the development, implementation, and evaluation of educational programs and products that contribute to enhancing workforce practices. Currently, at MYB, she is responsible for conducting insight research and developing strategies that help associations increase member engagement and satisfaction. Dawn is the co-producer of the award-winning AAA career video, Anthropologists At Work: Careers Making a Difference, and is the co-founder of a national, 20-year-old youth volunteer organization, Kids Korps USA. In addition to presenting papers and conducting workshops at AAA meetings, she has presented papers at numerous gerontology and medical conferences.

### Chip Colwell-Chanthaphonh  
**Denver Museum of Nature & Science**

**Chip Colwell-Chanthaphonh.** Chip Colwell-Chanthaphonh is a curator of anthropology at the Denver Museum of Nature & Science. He is passionate about research and sharing anthropology with the public. His work is to take care of the material archive of the story of humanity. If so, a museum career might be just right for you. At the Expo he will share his experiences with you as a curator of anthropology at the Denver Museum of Nature & Science. He has also worked for Archaeology Southwest (a non-profit archaeological research, education, and preservation institute) and Anthropological Research, LLC (an applied anthropology firm specializing in collaborative research Native American tribes). He has also held numerous fellowships, including with the American Academy of Arts & Sciences and the Fulbright Program.
| Robert Hahn  
Centers for Disease Control & Prevention | Robert Hahn. Robert A. Hahn received his Ph.D. in anthropology at Harvard (1976) and his M.P.H. in epidemiology from the University of Washington (1986). He began his career at the Centers for Disease Control and Prevention in Atlanta in 1986 in the Epidemic Intelligence Service—the “Disease Detectives,” focused on sexually transmitted diseases. He has conducted anthropological and public health research in Peru, Mexico, Brazil, the United States, Niger, and the Cameroon, and published studies on a variety of topics, including chronic diseases, syphilis and AIDS, obstetrics and internal medicine in the U.S., perinatal ethics, the classification of race and ethnicity in federal statistics, poverty and death, blindness and breast cancer, and the nocebo phenomenon. He is the author of *Sickness and Healing; An Anthropological Perspective* (Yale, 1995) and editor (with Marcia Inhorn) of *Anthropology and Public Health; Bridging Differences in Culture and Society* (Oxford, 2008, second edition). In 1998 - 1999, he worked in the House of Representatives Committee on Veterans Affairs and in the office of Congresswoman Louise Slaughter. Dr. Hahn currently leads a team conducting systematic reviews on educational programs to promote health equity. |
| Suzanne Heurtin-Roberts  
National Institutes of Health | Suzanne Heurtin-Roberts. Suzanne Heurtin-Roberts is an anthropologist working at the National Cancer Institute of the National Institutes of Health in Implementation Science (ask her what it is). Her doctorate is in medical anthropology; she hold master’s degrees in social work and sociology, and did two post-docs, one in gerontology, the second in mental health services research. All of these have served her well. She has worked as a student, researcher, and clinical social worker in both health and mental health care. She’s worked with injection drug users, persons with hypertension, AIDS, cancer, and a variety of psychiatric diagnoses, the elderly, African American women, and Russian émigrés. She’s worked as Project Director in AIDS research at UCSF, a faculty position in social services at the Catholic University of America, and also in the federal government at the National Institute on Alcohol Abuse and Alcoholism. She later moved to the National Cancer Institute also been detailed (a federal word for loaned out) to the Office of Minority Health, the Office of HealthCare Quality, and HRSA all part of HHS. And, she is also an adjunct professor at the UMD College Park, Dept of Anthropology. She has worked in health disparities, adherence research, community research and outreach, cancer survivorship. Basically her career has been in research, clinical services and research administration. She is most interested these days in primary care, adherence and self-management research, and persons with multiple chronic conditions. |
| James Stansbury  
Food & Drug Administration | James Stansbury. Jim Stansbury is a practicing anthropologist and public health professional with experience in academic research, contracting in the private sector, and government. He has led surveys and ethnographic research, conducted monitoring and evaluation studies, and done operations work in rural development, including capacity building. He trained as a medical and nutritional anthropologist. His experience includes over 20 years work with Latin American, African and North American research and evaluation, domestic health services research, with over a decade of university teaching. He joined FDA as a social science analyst in 2010 and currently works on the evaluation of drug development tools used in clinical studies. |
| Rebecca Berman  
CJE Senior Life | Rebecca L. H. Berman, Ph.D. As an applied researcher for the Leonard Schanfield Research Institute at CJE SeniorLife and Northwestern University’s Buehler Center on Aging, Rebecca Berman has worked with a wide variety of human service organizations to enhance capacity to ask good questions, design realistic evaluation plans, collect meaningful data, and use findings to foster learning and strategic planning. After receiving her doctorate in Anthropology in 1988 from Northwestern University’s Ethnography and Public Policy Program, she began her career as a freelance researcher. While at Northwestern, she co-directed Assistance, Services and Support for Evaluation Research Training (ASSERT), an intensive training and technical assistance program to build the evaluation capacity of over 20 social service organizations. Rebecca further developed her expertise in late life issues while on the faculty of the M.A. in Gerontology Program at Northeastern Illinois University. Rebecca prefers a collaborative approach that fosters an organization’s ability to engage in reflection and measurement. Her research incorporates both qualitative and quantitative approaches, including participatory research methods. |
The Department of Veterans Affairs currently employs over 50 anthropologists in varying capacities, primarily in health services and implementation research. VA values anthropologists for their methodological expertise and their contributions to understanding healthcare processes and organizational structures. The anthropologists in VA have cultivated a supportive and collaborative network within the agency through social media, teleconferences, and group gatherings at professional conferences. Our goal is to encourage VA anthropologists to stay engaged in their home discipline while making significant contributions to health services and implementation research and, more specifically, the improvement Veterans’ health. At the Careers Expo, you will have the opportunity to meet several of anthropologists working for VA. We have provided some of their names and contact information if you have questions for any of us regarding working in VA.

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<td>Karen Besterman-Dahan</td>
<td><a href="mailto:Karen.Besterman-dahan@va.gov">Karen.Besterman-dahan@va.gov</a></td>
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<td>Maureen O’Dourghty</td>
<td><a href="mailto:Maureen.ODougherty@va.gov">Maureen.ODougherty@va.gov</a></td>
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<td>Sarah Ono</td>
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