

Kathryn was born a social scientist; her first field research investigating toy and lunch boxes across lower Manhattan. Finding herself intensely interested in understanding how individuals, groups, and cultures create meaning and identity, she searched for answers, first from academia and then from the marketplace. From these experiences, she solidly believes in letting people tell their own stories instead of forcing narratives on them; that devoted fans, not companies, own brands; and that vending machines are a great way of understanding cultural expectations of consumer experience in temporal locations.

Passions: Combining rigorous academic training and a passion for ethnography to help companies think strategically about the value and meaning they can have for consumers. Serving as an expert and experienced analytical voice and field researcher for a wide variety of clients.

Short Compendium of Accomplishments:

Challenge: Understanding why users of a prescription drug for weight loss are behaving differently than expected.

Solution: In-depth, in-home ethnographies to understand how social support affects how the participant understands her own weight loss and medication use.

Insight: Respondents rely on social media due to a sense of community but also a distrust of the overall medical system to provide solid advice even when they trust their own doctors.

Challenge: Understanding how the presence of children affects family toy shopping.

Solution: Combine parent-solo shop-alongs with child-centered ones wherever the family shops be it in store, online, or via app.

Insight: Parents take longer to shop without children partially due to visualizations of their children's enjoyment.

Challenge: Comprehending the internal processes of shoppers through observation.

Solution: Invite heavy shoppers to teach ethnographers how to shop in a particular retail environment and put the camera and other documentation materials into consumers' hands.

Insight: Excluding sale signs, heavy shoppers completely filter out signs. Thus signage should be aimed at less experienced shoppers.

Challenge: Analyzing why bloggers/social media users would share personal information with and trust the word of people they've never met in person.

Solution: Develop new methodology to code and aggregate blog entries, supplemented by textual-based interviewing.

Insight: Online actions and interactions count as much as offline ones; people known digitally are friends, not strangers.

Experience and Education:

Ethnographer Consultant, Creative Medical Research, December 2016-current;

- Conducted 5 in-home ethnographic studies including in-depth interviews and evaluations of prescription-drug taking and social networks
- Provided feedback on project design (questionnaire, structure, how to code behaviors) from an ethnographic perspective
- Contracted for a second project wave

Ethnographic Consultant, Smart Revenue, January 2010-current;

- Worked with clients such as Hershey's, Wal-Mart, Dr. Scholl's, Galderma, and Samsung with a focus on display, product, and packaging design.
- Co-created reports combining qualitative interviews and shop-alongs with insights from large quantitative data sets, providing insights from an ethnographic perspective
- Created classification/coding schemas both on a conceptual level and also using software such as NVivo and Qda Miner
- Performed over 100 shop and surf-alongs, IDIs, ethnographies, and in-store dyad interviews.
- Gave feedback on study and questionnaire design based on extensive in-field experience.

Independent Researcher, January 2006-current;

- Independently provided research professionals writing and editorial aid for over seventy papers, theses, reviews, and presentations.
- Advised artists and small-businesses on market research solutions for their needs.
- Collaborated with research team in the first stage of a longitudinal study on all incoming full-time MBA students in the 2006-2007 school year at the Booth School of Business.
- Created a dataset of historical prisoner GED data previously unavailable for Nobel winning economist James Heckman's book The Myth of Achievement Tests.

**Integrated Marketing Certificate, University of Chicago Graham School of
General Studies, Chicago IL, June 2010**

Master of Arts in the Social Sciences, University of Chicago, Chicago IL, August 2006

- Focus: Anthropology and Human Development
- Thesis: *'LiveJournal is a Conversation': An examination of the effects of interpersonal communication on personal blogging*

Bachelor of Arts in Women and Gender Studies, Macalester College, St. Paul MN, June 2004

- Focus: Anthropology, Sociology, and Psychology
- Honors Thesis: *When Jane Grows Up: A Look at How the Sexual Lessons of Girlhood Impact College-Aged Women*
- Recipient of Ford Foundation sub-grant for Feminist Graduate Study Mentoring