

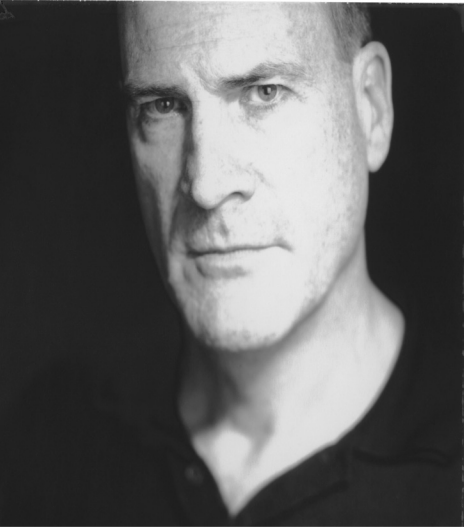


## VCU Brandcenter Friday Forum

Sept. 9 / 11am - 12:30pm / VCU Student Commons Theater / 907 Floyd Avenue

# Grant McCracken

Author / *Chief Culture Officer*



Grant McCracken holds a PhD from the University of Chicago in cultural anthropology. He is the author of *Culture and Consumption*, *Culture and Consumption II*, *Plenitude*, *Big Hair*, *The Long Interview*, *Flock and Flow*, *Transformations* and most recently *Chief Culture Officer*. He has been the director of the Institute of Contemporary Culture at the Royal Ontario Museum, a senior lecturer at the Harvard Business School, a visiting scholar at the University of Cambridge and he is now a research affiliate at C3 at MIT. He has consulted widely in the corporate world, including the Coca-Cola Company, Campbell Soup, Diageo,

IBM, IKEA, Sesame Street, Chrysler, Kraft, and Kimberly Clark. He has served on marketing advisory boards for IBM and the Boston Beer Company. He is a weekly contributor to the Harvard Business Review Conversation. His new book *Culture-matic* will be published in March of 2012 by the Harvard Business Review Press.

Topic / Chief Culture Officer: Getting Culture into the Corporation

Descriptor / The corporation struggles to stay in touch with contemporary culture even as the culture becomes more dynamic, turbulent, various and interesting. This talk is about the several things a corporation can use to stay in touch with culture.