Inaugural European and American Practicing/Professional Network Event

Matt Artz is a business and design anthropologist, consultant, author, speaker, and creator. He writes, speaks, and consults in user experience, product management, and business strategy. He creates products, podcasts, music, and visual art. Matt is the Head of Product and Experience for Cloudshadow Consulting and Artmatcher. He is also the Founder of Anthro to UX, Azimuth Labs, and Biomega Technologies. He earned a Master's of Science in Applied Anthropology from the University of North Texas in 2018. As an anthropologist and consultant, he is known for his research interests and work in business anthropology, design anthropology, consumer genetics, user experience, product management, big data, sensemaking, and algorithmic bias. Matt is also the creator of the Anthropology in Business podcast and Anthro to UX podcast where he discusses the application of anthropology to business and UX. He has been featured by TEDx, SXSW, Anthropology News, MedPage Today, Kevin MD Technically, UX Planet, Towards Data Science, Product Coalition, and the University of North Texas.

Emily Pace has a breadth of experience across the non-profit, public, and private sectors, including at IBM Watson, the National Association of Attorneys General, the Close Up Foundation, and the Library of Congress European Reading Room. Her academic and career focus brings attention to social complexity through interconnected domains of language, communication, political science, cultural studies, anthropology, and education. As head of linguistic project development, she leverages the deep skills and knowledge of her team to collaboratively produce solutions informed by client needs. Emily holds a B.A. in French and Arabic and an M.S. in Theoretical Linguistics, both from Georgetown University, as well as certificates from the Paris Chamber of Commerce and the Paris Institute of Political Studies (Sciences Po). She serves as a convener for the Linguistic Society of America's Linguistics Beyond Academia Special Interest Group and was a co-organizer for the recent Linguistics Career Launch bootcamp.

Ken Banks, Head of Social Purpose at Yoti, is a British award-winning social entrepreneur, mobile technology and global development expert with an undergraduate major in Social Anthropology with Development Studies. He is best known for developing FrontlineSMS, a mobile messaging platform used today by non-profits in over 190 countries around the world. He is a PopTech Fellow, a Tech Awards Laureate, an Ashoka Fellow and a National Geographic Emerging Explorer. In 2013 he was nominated for the TED Prize. In recognition of his pioneering work, he was presented with the 2017 Eugene L. Lawler Award for Humanitarian Contributions within Computer Science by the Association for Computing Machinery in the USA, and in 2018 appointed Visiting Fellow at the prestigious Judge Business School in Cambridge. Ken is also a published author. His first edited book, The Rise of the Reluctant Innovator, was self-published in late 2013 and came with a Foreword from Archbishop Desmond Tutu. A follow-up, Social Entrepreneurship and Innovation, published by Kogan Page, was released in March 2016. In addition to his pioneering work with mobile technology, Ken is a keynote speaker, thought-leader, innovator and mentor. In April 2018 Ken closed down kiwanja.net to take on a full time

role as Head of Social Purpose at Yoti, a London-based startup developing innovative digital identity solutions.

Joana Breidenbach holds a PhD in cultural anthropology and is the author of numerous books on the cultural effects of globalization (e.g. Seeing Culture Everywhere, University of Washington Press 2008), as well as the children's crime novel Edwina Ermittelt in Berlin (Gestalten Verlag 2014). She is co-founder of betterplace.org, Germany's largest donation platform. In 2010, she founded the betterplace lab, a think tank researching the use of digital technologies for the common good. The betterplace lab has evolved from a hierarchical organisation to one which is radically self-managed. In her latest books, New Work needs Inner Work (Vahlen Verlag, 2019) and Innenansicht. Eine Dekade Inner Work und New Work (20221) Joana has described this transition towards a fluid, competence-based hierarchy in detail. In line with her interest in digital-social innovations, she supports and invests in initiatives and impact-oriented startups such as the ReDI School, Clue, DeepL and nebenan.de. She also is a member of the supervirsory board of Trivago. In 2018 she founded Das Dach Berlin to promote meaningful innovation.

Ken C. Erickson (moderator) is clinical associate professor in the Sonoco International Business Department at the Darla Moore School of Business at the University of South Carolina. Erickson is president and CEO of Pacific Ethnography, a business research boutique that uses anthropological methods to address product design and marketing issues for global and national businesses.