

Timothy de Waal Malefyt

Ph.D., Anthropology, Brown University (1997)

Positions Held:

1. Clinical Professor of Marketing and Dir. of MS in Strategic Marketing Communications; Gabelli School of Business, Fordham University, NYC (2012-present)
2. Vice President, Dir. of Consumer Insights, *BBDO WORLDWIDE ADVERTISING*, NY, NY (2003 – 2012)
3. Adjunct professor, Parsons, School of Design (2004-2012)
4. Vice President, Senior Account Planner *D'ARCY, MASIUS, BENTON & BOWLES ADVERTISING*, Troy (Detroit), MI (2001–2003)
5. Senior Account Planner *AVRETT, FREE & GINSBERG ADVERTISING*, NY, NY (1997–2001)

Interests and/or Activities:

Consumption and relationships, branding and marketing, consumer wellbeing

Significant Publications:

1. Malefyt, Timothy de Waal and Maryann McCabe, eds. 2020. *Women, Consumption and Paradox: Exploring Meaningful Consumption Experiences against Gender Inequalities*. London: Routledge.
2. Moeran, Brian and Timothy de Waal Malefyt, eds. 2018. *Magical Capitalism: Enchantment, Spells, and Occult Practices in Contemporary Economics*. London: Palgrave Macmillan.
3. Malefyt, Timothy de Waal and Robert J. Morais, eds. 2017. *Ethics in the Anthropology of Business: Explorations in Theory, Practice, and Pedagogy*, London: Routledge.

My experience in applied practice, academia and in public speaking help me bridge multiple worlds of anthropology. This enables me to better serve the AAA in speaking to public, academic and industry audiences, and help carry out the AAA capital campaign's focus on improving the anthropological pipeline, encouraging professional skill development, and increasing public awareness.

First, my background in industry and academia provides me with knowledge and social networks to reach new audiences, helping to bring in new members into the AAA pipeline. Second, I hold that anthropological knowledge can be taught and integrated into the skill sets of other disciplines, such as business, since professional development is about building stronger skill sets for AAA members. Third, public awareness can be broadened by calling on anthropologist leaders, student leaders and next generation business leaders who speak truth to issues. I've spoken on TV and in print and discovered that audiences are eager to learn how anthropological insights inform a range of social issues, like sustainable practices, ethics, and advantages of workforce diversity. More anthropologists tapped in work and community settings would help spread relevance and value to a public anthropology. I seek to work for the AAAs towards these ends.



