



Trained as an anthropologist (Ph.D. University of Chicago), Grant McCracken has studied American culture and business for 25 years.

He has been featured on the Oprah Winfrey Show and worked for many organizations including Timberland, New York Historical Society, Diageo, IKEA, Sesame Street, Nike and Kimberly Clark.

He started the Institute of Contemporary Culture at the Royal Ontario Museum, where he did the first museum exhibit on youth cultures.

He has taught at the University of Cambridge, MIT and the Harvard Business School.

He is a long time student of culture and commerce. Many academics prefer to look askance at interactions of culture and commerce. He has explored this theme in two books: *Culture and Consumption I*, and *Culture and Consumption II*.

He has also looked at how Americans invent and reinvent themselves. He had explored this theme in two more books: *Big Hair* and *Transformations: identity construction in a contemporary culture*.

He is the student of American culture. Plenitude published in 1997 looked at the new explosive growth of contemporary culture. In *Flock and Flow*, he shows how contemporary culture and commerce change.

Two years ago, Grant McCracken published a book called *Chief Culture Officer* with Basic Books that argues that culture now creates so much opportunity and danger for the organization that need senior managers who focus on it full time.

He is hoping this will create a new occupational destination for graduates in the arts and humanities.

This spring McCracken is publishing a book called *Culturematic* with the Harvard Business Review Press.

To book business culture speaker Grant McCracken call Executive Speakers Bure...

Grant McCracken

Speech Topics

- ☐ Social Media
- ☐ Marketing
- ☐ Innovation
- ☐ Human Resources
- ☐ Change
- ☐ Business Trends



Testimonials

“I’ve asked Grant McCracken to give two keynote addresses. Very few speakers get a second chance at the podium at my events, but Grant brings a uniquely insightful, engaged and brilliant perspective to where culture, media, advertising and the internet all slam into each other. He is also hugely charming and funny onstage. The best historians are storytellers, and Grant’s audiences return home with clear memories and new intellectual tools at their disposal.”

- CMO Executive Summits Chief Content Officer & Editor at Large, iMed.