

Kyle Gibson, Ph.D.

EDUCATION

University of Utah; Salt Lake City, UT	2011
Ph.D. Anthropology with specialization in human evolutionary ecology	
Dissertation: <i>Operational Sex Ratio, Young-Old Ratio, Demographic, and Individual Factors in the Production of Suicide Attackers</i>	
University of Nebraska – Lincoln; Lincoln, NE	2004
M.A. Cultural anthropology	
Thesis: <i>Relatedness and Investment in Adoptive Households</i>	
B.A. Anthropology, English; Minor – Sociology	2000

CERTIFICATIONS

- 2020, IDEO U, Advanced Design Thinking Certificate
- Ongoing, CITI Human Research Certification – Group 2 Social/Behavioral Research Investigators and Key Personnel

GALLUP SKILLS

- Strengths: Learner, Maximizer, Empathy, Developer, Input
- BP10: Delegator, Knowledge, Relationship, Risk; Management Style: Relational

RESEARCH INTERESTS

- Business: Entrepreneurship, customer discovery, product development and prototyping, design thinking, business analytics, initial public offerings, survival analysis, quantitative research and methods, online pedagogy
- Anthropology: Human evolutionary ecology, evolutionary theory, applied anthropology, human biology, foragers, suicide terrorism, adoption, prosocial behavior, fictive kinship, family structure and dynamics, ethnographic methods, statistics, research methods, human universals

PAPERS

- Welbourn, T.W. and K. Gibson (2015), Building Human Capital Advantage in Initial Public Offerings (IPOs): The Effect on Long-Term Survival and Performance. *Academy of Management Proceedings*.
- Purzycki, B. and K. Gibson (2011), Religion and Violence: An Anthropological Study on Religious Belief and Violent Behavior, *Skeptic Magazine*. 16(2).
- Gibson, K., Rogers, A., Cashdan, E. (2011), Online Teaching Guidebook, *Department of Anthropology*. University of Utah.
- Gibson, K. (2009), Differential Parental Investment in Families with both Adopted and Genetic Children, *Evolution and Human Behavior*. 30(3):184-189).
- Gibson, K. (2005), Punitive Behavior in eBay Auctions, *Nebraska Anthropologist*. 20:23-28.
- Gibson, K. (2004), Evolutionary Theory in Anthropology: Providing Ultimate Explanations for Human Behavior, *Nebraska Anthropologist*. 19:1-3.

SELECTED PRESENTATIONS

- 2020 *COVID-19 Industry Outlook*, with Craig Boesch. Nebraska Business Development Center Webinar Series, UNL.
- 2020 *What's All This Talk About Applying Anthropology in Business?* with Inga Treitler, PhD. Department of Anthropology Colloquium Series, UNL.
- 2019 *How The IRB Works*. College of Business, UNL.
- 2019 *Photography and Entrepreneurship*. College of Journalism, UNL.
- 2018 *Making Your Own Way: From Nebraska Roots to National Success*. Lincoln Calling Music Festival Panel (Moderator).

- 2018 *Anthropology in Entrepreneurship and Business: Discovery, Diversity and Responsibility*. Department of Anthropology Colloquium Series, UNL.
- 2017 *On Quitting: Perspectives from Anthropology, Entrepreneurship, and Ecology*. Nerd Nite Lincoln.
- 2016 *Applied Anthropology*. Department of Anthropology, UNL.
- 2015 *Exploring the Long-Term Survival of Initial Public Offerings: How the States of Eight Resource Classes at IPO Influence 20 Year Firm Survival*, with Theresa Welbourne. EuroMed Special Conference on HR Practices, Strategic, and Entrepreneurial Challenges. Paris, France.
- 2015 *Website Optimization and Online Analytics*. ExporTech MEP Annual Meeting, Innovation Campus, UNL.
- 2015, 2018 *Same Sex Parenting*. Department of Anthropology, UNL.
- 2015 *Suicide Terrorism and Religious Violence*. Department of Classics and Religious Studies, UNL.
- 2009 *Demographic and Individual Factors as Causes of Suicide Terrorism*. Human Behavior and Evolution Society Annual Meeting. California State – Fullerton.
- 2009 *Demographic Aggression: Do Populations with High Operational Sex and Young-Old Ratios Produce More Suicide Terrorists?* Tanner Forum on Violence and Aggression, University of Utah.

COURSES TAUGHT

- Anthropology 482/882: Field Methods in Ethnography, with Wayne Babchuck
- Entrepreneurship 424: Practicum in Entrepreneurship (Online/in-person)
- Entrepreneurship 398: Special Topics in Entrepreneurship
- Entrepreneurship 823: Business Plan Development and Decision Making (Online/in-person)
- Anthropology 4130: Human Universals (Online/in-person)
- Anthropology 1020: Human Origins: Evolution and Diversity (TA)
- Anthropology 232: Introduction to Cultural Anthropology (TA)
- Anthropology 110: Introduction to Anthropology (TA)

ACADEMIC PROGRAMS DEVELOPED

- UNL Entrepreneurship Minor
- UNL Practicum in Entrepreneurship
- UNL Family Business Research Program

BOARD MEMBERSHIPS

- (2018-present) Board of Directors, Pawlytics, a Nebraska B Corp
- (2016-2019) Board of Directors, 89.3 KZUM Radio

SELECTED COMPANIES ADVISED

- Pawlytics, B Corporation
- Chumba Bicycles, LLC
- Tractor Mat, LLC
- Arroyo Roofing, LLC
- Service Reps, Inc., LLC
- Iasan & Sabastian Salon Studio, LLC
- FanWord, LLC
- Bugeater Foods, LLC
- Put A Sock in It, 501c3
- Groove Watersports, LLC

HONORS

- (2017-present) University of Nebraska Entrepreneurship Fellowship
- (2015-present) Courtesy Research Assistant Professor, UNL Department of Anthropology

ACADEMIC EXPERIENCE

Institution	Center for Entrepreneurship - University of Nebraska
Date	February, 2012 to present
Title	Assistant Director (2015 - present) and Research Assistant Professor (2014 - present); Research Scientist (2012-2013)

Activities: Work with Director to develop and execute Center strategy. Represent the Center at UNL and community functions. Manage graduate research assistants. Conduct and disseminate applied research with the goal of growing Nebraska's economy. Statistical analysis using structural equation modeling, survival analysis, logistic regression, etc. Co-teach *Management 823: Business Plan Development and Decision Making*. Teach *Entrepreneurship 424: Practicum in Entrepreneurship*.

Institution Department of Anthropology - University of Utah
 Date August, 2007 to December, 2010
 Title **Instructor** of *Anthropology 2018: Human Universals*
 Activities Developed a lecture course and taught it in person for four semesters, then redeveloped it into an online course and taught it for two more. Assigned and graded exams and papers, led lectures and discussions.

Institution Department of Anthropology - University of Utah
 Date August, 2006 to May, 2007
 Title **Graduate Teaching Assistant** for *Human Origins: Evolution and Diversity* with Henry Harpending, Ph.D. and John McCullogh, Ph.D.
 Activities Wrote and graded tests, lectured, held office hours, lead review sessions, answered students' questions and assisted them in understanding course materials.

Institution Department of Anthropology - University of Utah
 Date January, 2005 to May, 2006
 Title **Research Assistant** for Pollie Price, Ph.D., OTR/L
 Activities Assisted with behavior observation, life-history interviews, grant and IRB writing. Developed, administered, and analyzed the largest study of Utah occupational therapists to date.

Institution Department of Anthropology - University of Utah
 Date August to December, 2003
 Title **Graduate Teaching Assistant** for *Introduction to Anthropology* with Mary Willis, Ph.D.
 Activities Wrote and graded tests, lectured, held office hours, lead review sessions, answered students' questions, and assisted them in understanding course materials

Institution Department of Anthropology - University of Nebraska-Lincoln
 Date January to May, 2003
 Title **Graduate Teaching Assistant** for *Introduction to Cultural Anthropology* with Raymond Hames, Ph.D.
 Activities Wrote and graded tests, held office hours, lead review sessions, answered students' questions, and assisted them in understanding course materials

PROFESSIONAL EXPERIENCE

Firm theruleofthirds.com 2008 – present
 Title **Founder**
 Activities Freelance photography, SEO, statistics, and data analytics

Firm SnapLock Industries 2008 – 2012
 Direct Supervisor Stephen Kesler, Creative Director
 Title **Copywriter, Photographer, SEO, and Marketing Analyst**

Activities Provided detailed reports of returns on SEO and advertising Investments using specialized SEO software in conjunction with Google Analytics and statistical software. Wrote marketing and technical copy for print and web. Provided product photography on location and in studio. Light IT support.

Firm HBI International 2001
 Direct Supervisor Charlie Bachman, President
 Title **Controller**
 Activities Oversaw 30 at a mid-sized wholesale distribution company. Accounting, negotiation of international imports and exports, internal oversight and management, international and domestic purchasing, hiring and recruiting

Firm ACR Corp. DBA Jake's 1998 – 2000
 Direct Supervisor Alex Roskelley, Founder, President and CEO
 Date September 1998 – December 2000
 Title **Manager**
 Activities Started as a retail employee and moved to manager responsible for a team of seven. Retail bookkeeping and accounting, employee management, ordering, inventory, and payroll.

RESEARCH SKILLS

- ♦ Quantitative analysis using linear models (HLM, GLM, SEM), model comparison (AIC), forecasting, multiple imputation, bootstrapping, survival analysis, factor analysis, and most univariate methods
- ♦ Qualitative analysis using Atlas.ti and data collection with short and long form questionnaires, ethnographic interviews, and behavior observation
- ♦ Institutional Review Board (IRB) proposal writing
- ♦ NSF proposal writing, private grant writing
- ♦ Data draws using the HRAF, Ethnographic Atlas, CRSP, WRDS, CUSIP, InfoUSA

OTHER SKILLS

- ♦ Computer: Maple, SPSS, and Stata; Tableau; Power BI; basic HTML; CMS (Blackboard, Canvas); ATLAS.ti Microsoft Office (PowerPoint, Word, Excel, Access, Outlook, Teams, SharePoint, and Publisher); basic Adobe Photoshop CC, Dreamweaver, and advanced Lightroom; Windows, MacOS, Linux (Ubuntu, Slackware, SuSE); Endnote; Zotero, Audacity, Cakewalk; Web CEO, SEO PoweSuite, SEOMoz, Google Analytics, Google Ads, Google Webmaster Tools
- ♦ Writing: Technical and non-technical, scientific, copywriting, marketing
- ♦ Photography: 35mm digital and film, commercial, studio, and strobe

OTHER EXPERIENCE

- ♦ Founder and producer of the yearly *Nebraska Exposed* music showcase at *South by Southwest*
- ♦ Co-founder of *SIX-16*, a photography studio and gallery

PROFESSIONAL MEMBERSHIPS

- American Anthropological Association
- Academy of Management
- American Association for the Advancement of Science
- Human Behavior and Evolution Society
- Nebraska Academy of Science (2003-4)
- UNL Anthropology Group (Co-president, 2003-4)
- UNL Evolutionary Sciences Reading Group (Co-founder, 2003)

GRANTS AND ENDOWMENTS

- 2005, Center for Contemporary Rehabilitation, Research Education and Practice Grant, \$5000
- 2004, University of Nebraska-Lincoln, Champe-Weakly Student Research Grant, \$844

SCHOLARSHIPS AND ASSISTANTSHIPS

- 2006-2010, University of Utah Department of Anthropology Graduate Teaching Assistantship, \$5000 per semester plus tuition remission
- 2005-2006, University of Utah Division of Occupational Therapy Graduate Research Assistantship, \$5,000 per semester plus tuition remission
- 2003-2004, University of Nebraska – Lincoln Department of Anthropology Graduate Teaching Assistantship, \$5,000 per semester plus tuition remission

REFERENCES

Sam Nelson, Ph.D.
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