INSIDER’S LOOK AT
ADVERTISING CAREERS
WITH ALISON DEMOS *98

Tuesday, February 11, 4:45 to 6:00 p.m., Career Services

Alison Demos *98, senior partner/director at Ogilvy & Mather Worldwide will speak to students about careers in advertising and options for students on both the creative and business sides of the field. You will have a chance to ask questions and network following her talk. Co-sponsored by Advertise This. Please RSVP at http://bit.ly/1gMQJTc.

Trained as a cultural anthropologist, Ali Demos leads the Discovery Group at Ogilvy & Mather, a video ethnography practice within the strategic planning department, and has made ethnographic films for many of the agency’s largest clients, including American Express, Dove, UPS, and DuPont. Ali has also been a hands-on, streetwise cultural researcher. She trained at the Citizen’s Police Academy in New York City for dissertation research on masculinity and law enforcement; researched the “Bollywood” phenomenon and the cult of Hindi movie stars while traveling extensively in India; and wrote a thesis about the paradoxes of gender identity in the highly secretive community of Boston-area cross dressers. She has an M.A. in Cultural Anthropology from Princeton and a B.A. in Social Anthropology from Harvard.