

Claire Rowell

Managing Director & Workplace Anthropologist



EDUCATION

Bachelor of Arts
Anthropology, Urban Studies
Wheaton College
Norton, MA

PROFESSIONAL ASSOCIATIONS

Contributing *Work Design Magazine* Writer

Building Community Meetup,
Assistant Organizer

Corporate Real Estate Network
(CoreNet) Young Leader

International Facilities
Management Assoc. (IFMA)
Speaker & Volunteer

Society for Human Resources
(SHRM), NYC Chapter Member

Community Manager Exchange
(CMX), NYC Chapter Leadership
Committee

AIANY Social Science Research
and Architecture Committee
Member

Wheaton College Alumnae/
Council, Vice President Class of
2012

Wheaton College Tri-State
Alumnae/ Leadership Committee

Claire is a **cultural anthropologist** and **qualitative researcher**, focused on the intersection of people, business, and the physical environment. With a background in HR, she applies her passion for people and social research to the improvement of employee experience, company culture, and community engagement through workplace strategy.

PLASTARC EXPERIENCE

Unilever

Englewood Cliffs, NJ

PLASTARC advised on the development of Unilever's change leadership initiative for their US headquarters, with a focus on translating global workplace standards and communicating new ways of working.

Educational Testing Service (ETS)

Princeton, NJ

PLASTARC worked with a cross-functional task force to develop a new set of space standards for ETS' workplace campus.

Conducted analytical and anthropological workplace observation, leadership interviews, and research on departmental work styles.

BOX

Los Altos, CA

BOX, a rapidly growing enterprise technology company in Silicon Valley, engaged PLASTARC to advise on real estate and workplace strategy as their company expands.

Supported on-site organization and brand research, developed content for deliverables related to people, communication, and workplace policy, and collected data on workplace personalization.

WPP

Norwalk, CT

WPP, an advertising leader with many subsidiaries, engaged PLASTARC to explore options for collocating multiple companies to better enable organizational adjacencies, support flexible working, and define new ways of working, from technology to people policy.

Collected and analyzed quantitative/qualitative observational data and interviews to inform future workplace recommendations.

OTHER EXPERIENCE

InterSystems

Boston, MA and Eton, UK

An interdepartmental position across HR, Facilities, and Recruitment, supporting international people and culture projects, real estate strategy, and workplace experience.

Pratit International

Kolkata, India

Grant funded research on informal housing and community infrastructure with a focus on local economy, demographics, and cross-cultural relationships.

The Neighborhood Corporation

Taunton, MA

Supported collaboration with architects, city planners, and historians on downtown renewal and affordable housing development.

PUBLICATIONS

eOculus

Converging Perspectives: Design at the Heart of Coworking. 11 November 2015.

Coming Together to Bridge the Talent Gap. 15 October 2015.

Data in the Built Environment: New Sources, New Strategies. 01 July 2015.

Be Different: Attract Better Clients and Get Better Prices. 27 April 2015.

Work Design Magazine

How Buildings Shape our Health and Habits. 16 April 2015.

Workplace Wellness: How Buildings Shape Our Health and Habits. 16 April 2015.

3 Ways Design Thinking is Making a Cross-Disciplinary Impact. 10 October 2014.

Senior Thesis in Anthropology, May 2012

Understanding the Living Architecture of the Slum: Constructions of Community and Identity in the Margins of Northern Kolkata.

SELECTED PRESENTATIONS

Workplace Social Media: An Industry-Informative, Employee-Empowering Tool for Navigating Workplace Effectively. IFMA Facilities Fusion, Orlando, FL. April 2015.