



Autumn D. McDonald, M.S. is an anthropologist, whose work sits at the intersection of culture, business strategy, entrepreneurship, artificial intelligence, and the creative industries. She serves as a Lecturer and Academic Area Co-Coordinator in the Chadwick A. Boseman College of Fine Arts, where she teaches management, entrepreneurship, marketing, organizational behavior, and business anthropology while helping shape the next generation of leaders in the arts and entertainment industries.

Her scholarship examines the intersections of cultures with consumer behavior, organizational decision-making, and emerging technologies. Some of Autumn's recent research explores the application of artificial intelligence within qualitative market research, including a comparative study evaluating the use AI-moderated qualitative interviews among Afro-descendant and Latine constituents alongside traditional human moderation.

Autumn's articles have been published by *Forbes*, the *Journal of Business Anthropology*, the *American Anthropological Association*, and *Quirk's Marketing Research Review*. She has presented to both academic and industry audiences interested in the evolving relationship between cultures, human understanding, and business impact.

McDonald brings more than two decades of senior business leadership experience to the classroom. As Owner of ADM Insights & Strategy, she has advised Fortune 500s and organizations more broadly across the food and beverage, retail, financial services, energy, transportation, durables, technology, healthcare, consumer packaged goods, fashion, and music industries. Her consulting work integrates anthropology, qualitative and quantitative market research, and organizational strategy to help organizations understand their audiences, navigate cultural dynamics, and develop research-based business actions. She has led business initiatives across North America, Latin America, Europe, Africa, and Asia, partnering with over 80 of the world's most recognized brands.

At Howard University, McDonald is committed to reimagining business education for the creative economy. She has developed new courses in Business Anthropology for the Arts, Entrepreneurship for the Arts, Marketing for the Arts, and Management and Organizational Behavior for the Arts, emphasizing experiential learning, interdisciplinary thinking, social sciences theory, and the application of business frameworks within arts, entertainment, and the broader creative industries.

Beyond the classroom, Autumn is an active researcher, speaker, and thought leader on the future of market research and anthropology in business. She has presented at professional conferences, conducted executive workshops for multinational organizations, and led senior advisory sessions for global business leaders. McDonald seeks to ensure that business decision making is grounded in evidence-based research and deep cultural understanding. Her work reflects a sustained commitment to expanding representation within business research, advancing culturally informed business decision-making, and preparing students and organizations to lead within an increasingly interconnected global economy.