



# JACOB CLAWSON

CEO - Business Anthropologist

## BACKGROUND

---

While studying business and anthropology, Jacob worked at a consulting firm as a business development specialist overseeing social media development, client relations, and qualification development to increase credibility, profitability, and visibility. During his three years at the company, he brought his anthropological knowledge befitting many aspects such as increasing their social presence tenfold, helping to increase the company's value by 20%, in addition to increasing internal communication and consequently product production by over 50%.

He understands that like societal cultures, each company has its own culture comprised of and by the individuals in it. Understanding the people that make a company is a crucial element to understanding its functionality. Through hands-on ethnographic study, he strives to help each of his clients understand how to better their business efforts for years to come.

## EXPERINCE

---

### **Ethnographic Researcher**

Jan 2022 – May 2022

Studying recreational parks in his hometown Jacob focused on the areas of play, inclusion, fun, and competition and how visitors find meaning at a park. He experienced firsthand how individuals act in a social environment and our search for a purpose in the activities of life.

### **Ethnographic Researcher**

Aug 2022 – Dec 2022

Studying Latter Day Saint families Jacob researched how religious difference between parents and children was affecting the family life, a central part of human existence. He gained valuable insight into the family structure and what we value as individuals.

## EDUCATION

Utah Valley University:

Bachelor of Science in Anthropology  
2023

Bachelor of Science in Business  
2023

## CONTACT

Phone:  
385-327-9081

Website:  
[www.clawsonbusinessconsulting.com](http://www.clawsonbusinessconsulting.com)

Email:  
[Jacobclawson@clawsonbusinessconsulting.com](mailto:Jacobclawson@clawsonbusinessconsulting.com)

## PRIOR WORK EXPERINCE

Cloward H2O, 2020 – 2023  
Business Development Specialist



Clawson Business Consulting