



Kyle Gibson, PhD · 3rd

Assistant Director & Research Assistant Professor at  
University of Nebraska–Lincoln

Lincoln, Nebraska · 500+ connections · [Contact info](#)



University of Nebras  
Lincoln



University of Utah

## Experience



### University of Nebraska–Lincoln

8 yrs 5 mos

- **Assistant Director and Research Assistant Professor**  
Jul 2015 – Present · 5 yrs  
Center for Entrepreneurship | Department of Anthropology
  - Founder and Principle Investigator of the Nebraska Family Business Culture and History Project, an ethnographic field study of family business management, succession planning, and decision making
  - Work with the director, advisory board, and college administration to develop and execute goals for the Center's five areas of focus: teaching, outreach and mentorship, competition, coworking and startup building, and research
  - Consult UNL students, faculty, staff, and stakeholders on early to mid-stage businesses, primarily assisting with customer discovery, UX/user design, product-market fit, pro ...[see mor](#)
- **Research Assistant Professor**  
Jan 2014 – Present · 6 yrs 6 mos
  - Specialize in analyzing the success and failure of public companies
  - Co-teach Entrepreneurship 823 - Business Plan Development and Decision Making with Dr. Theresa Welbourne
  - Manage research and administrative projects and events



### Research Scientist

Feb 2012 – Dec 2013 · 1 yr 11 mos

- Use population ecology to research initial public offerings (IPOs) and identify successful business practices and formations
  - Adapt theory from life and social sciences and apply it to business-oriented problems; work out statistical methods to test resultant hypotheses
- [...see mor](#)



### Photographer, Copywriter and SEO Specialist

SnapLock Industries

Mar 2008 – Feb 2012 · 4 yrs

- Identified keyword niches and target them for both paid and non-paid search
  - Maintained Google AdWords and Microsoft adCenter accounts
  - Maintained company blogs, Facebook, and Twitter accounts
  - Wrote and edited press releases, site copy, and print copy
- [...see mor](#)



### Instructor

University of Utah

Aug 2007 – Dec 2010 · 3 yrs 5 mos

Department of Anthropology - University of Utah

- Developed a biologically focused anthropology course for in person and online delivery
  - Lectured, graded, held office hours
  - Made extensive use of technology like Google Earth, YouTube, Vimeo, science blogs, and forums
- [...see mor](#)



### Research Assistant - Division of Occupational Therapy

University of Utah

2005 – 2006 · 1 yr

- Found and wrote grants for evidence-based medical research
- Developed and executed the largest survey of Utah occupational therapists to date
- Conducted general research and statistical analyses



### Graduate Teaching Assistant - Department of Anthropology

University of Nebraska-Lincoln

Aug 2002 – May 2004 · 1 yr 10 mos

- Wrote and graded exams and papers for biological anthropology classes of 120, assisted with class duties, and taught occasionally

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## Education



### University of Utah

Ph.D., Anthropology (Human Evolutionary Ecology)

2004 – 2011

Dissertation: The Roles of Operational Sex Ratio and Young-Old Ratio in Producing Suicide Attackers



### University of Nebraska-Lincoln

M.A., Anthropology (Cultural)

2002 – 2004

Thesis: Relatedness and Investment in Adoptive Households



### University of Nebraska-Lincoln

B.A., Anthropology

1996 – 2000

[Show 1 more education](#)

## Licenses & Certifications



### Unlocking Creativity

IDEO

Issued Jan 2020 · No Expiration Date

Credential ID 3759-1981081

[See credential](#)



### Human Research - Group 2 Social / Behavioral Research Investigators and Key Personnel

CITI Program, A Division of BRANY

Issued Jan 2019 · Expires Jan 2022

## Volunteer Experience



### Board Member

Pawlytics

Sep 2018 – Present · 1 yr 10 mos

Animal Welfare

Pawlytics is a Delaware B-Corporation bettering the lives of pets through the power of technology.

**Board Member**

KZUM

Jan 2017 – Dec 2019 • 3 yrs

Arts and Culture

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