

As a trained anthropologist, Tawny specializes in studying consumer trends to help brands better connect with the evolving needs of their constituents. At Harris, Tawny leads the weekly COVID-19 tracker, among one of the largest consumer datasets on the pandemic, providing guidance to brands, the media and even the CDC through custom briefings and webinars. Tawny also leads custom research on Gen Z and recently moderated a panel at SXSW "[Gen Z is Poised to Revolutionize Politics](#)" with a [featured interview with DELL](#), and regularly serves as a spokesperson for [clients in the media](#).

Prior to Harris, Tawny worked at Ashoka, the largest organization supporting social entrepreneurs, helping to grow a network of social finance entrepreneurs. Tawny also led an ethnographic study on purpose in the workplace while working for Lead the Difference and is a co-author of "The Role of Individual Purpose in the Workplace," 2013 white paper and 2015 book. Tawny is a Board Advisor for Girl Up, a United Nations Foundation organization. She graduated magna cum laude from the University of New Hampshire with a BA in Anthropology and International Affairs.