

## **Dr. Mary Yoko Brannen, Ph.D.**

Mary Yoko Brannen is the Spansion Chair of Multicultural Integration at San José State University's Lucas Graduate School of Business and Visiting Full Professor of Strategy at INSEAD, Fontainebleau. She received her M.B.A. with emphasis in International Business and Ph.D. in Organizational Behavior with a minor in Anthropology from the University of Massachusetts at Amherst, and a B.A. in Comparative Literature from the University of California at Berkeley. She has taught at the Ross School of Business at the University of Michigan, the Haas Business School at the University of California at Berkeley, Smith College, and Stanford University in the United States; the Keio Business School as well as the School of Economics at Keio University in Tokyo, Japan, and Fudan University in Shanghai, China, and currently at INSEAD in Fontainebleau, France.

Professor Brannen's expertise in multinational affairs is evident in her research, consulting, teaching, and personal background. Born and raised in Japan, having studied in France and Spain, and having worked as a cross-cultural consultant for over 20 years to various Fortune 500 companies, she brings a multi-faceted, deep knowledge of today's complex cultural business environment. Her research focuses on ethnographic approaches to understanding the effects of changing cultural contexts on technology transfer, work organization, and multinational mergers and acquisitions. She has researched a wide variety of distinct industries from hard technologies including auto, ball-bearings, and paper and pulp, to soft technologies including entertainment and tourism, to high technology including semiconductors and flash memory.

Professor Brannen's consulting specialty is in global learning and integration in multinational firms and helping companies conceptualize and enact strong and effective working cultures in cross-cultural mergers and acquisitions. Her consulting clients include Agilent Technologies, Applied Materials, Advanced Micro Devices, Cisco Systems, Dupont Photomask, Ford Motor Company, Fuji/Xerox, Fujitsu, Hewlett/Packard, Honeywell, Intel, Marubeni Corporation, Motorola, Proctor and Gamble, Sony Japan, Sony Electronics, Sony USA, Spansion, Ltd., Toppan Ltd., Toyota Motor Company, and the Walt Disney Company.

Professor Brannen's current projects include: integration advisor/ top management team coach at Spansion, Ltd.—joint-venture between Advanced Micro Devices (AMD) and Fujitsu; an ethnographic study of organizational culture relevance, formation, maintenance and change in two high-technology firms with the objective to advance theory on negotiated culture and recontextualization; and a project focusing on biculturals as the new workplace demographic—identifying types of biculturals, personal case histories, and conducting a larger quantitative study determining key attributes of biculturals as cultural brokers (bridges) in multinational companies.

Professor Brannen serves on the editorial board of several international management journals including the International Journal of Business Innovation and Research (IJIR), the International Journal of Cross-Cultural Research (IJCCR), and Organizational

Research Methods (ORM) and has published articles in AMR, AMJ, JIBS, JMI, Semiotica, and several anthropology journals. She has won several awards for her work including the Breaking the Frames Award from the Journal of Management Inquiry, the Dean's Research Award, and two Distinguished Teacher's Awards.

Dr. Brannen is fluent in Japanese and English, competent in French and Spanish, and has a working knowledge of Mandarin. Her non-academic interests include, horseback riding (dressage), skiing, Japanese calligraphy, meditation and Zen Buddhism.

To find out more about Dr. Brannen visit her website at [www.cob.sjsu.edu/branne\\_m/](http://www.cob.sjsu.edu/branne_m/)