

Cassi Pittman Claytor

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Professional Appointments

Case Western Reserve University, Cleveland, OH.

2020 – Present. Acting Co-Director of African and African American Studies Minor.

2014 – Present. Climo Junior Professor of Sociology.

The Ohio State University, Columbus, OH.

2012- 2014. Social and Behavioral Sciences Diversity Postdoctoral Fellow, Department of Sociology.

Education

Harvard University, Cambridge, MA.

2012 Ph.D. Sociology and Social Policy

M.A. Sociology

University of Pennsylvania, Philadelphia, PA

2005 B.A. Sociology and Urban Studies, magna cum laude.

Publications

Books

Cassi Pittman Claytor. (2020). *Black Privilege: Black Consumers Managing Race and Racial Stigma*. Stanford, CA: Stanford University Press.

Journal Articles and Book Chapters

Cassi Pittman Claytor. (2021). “Dreaming in Black: Middle-Class Blacks’ Aspirational Consumption.” *Journal of Consumer Affairs*.

Cassi Pittman. (2020) (First published online 2017). “Shopping While Black”: Black Consumers’ Management of Racial Stigma and Racial Profiling in Retail Settings.” *Journal of Consumer Culture*. 20(1): 3–22.

Cassi Pittman Claytor. (2019). “Are Black Consumers a Bellwether for the Nation?: How Research on Blacks Can Foreground Our Understanding of Race in the Marketplace” in Guillaume D. Johnson, Sonya A. Grier, Kevin Thomas, and Anthony Kwame Harrison (Eds) *Race in the Marketplace -- Crossing Critical Boundaries*. London: Palgrave.

Jessica S. Welburn and **Cassi Pittman**. (2012). "Stop 'Blaming the Man': Perceptions of Inequality and Opportunities for Success in the Obama Era Among Middle-Class African Americans." *Ethnic and Racial Studies*. 35(3): 523-540.

Cassi Pittman. (2011). "Ethnicity/Race." *Encyclopedia of Consumer Culture*. Edited by Dale Southerton. Thousand Oaks, California: Sage.

Cassi Pittman. (2008). "Use of Social Capital in Borrower Decision-Making." Cambridge, MA: Joint Center for Housing Studies, Working Paper. Harvard University.

Manuscripts Under Review and In Progress

Cassi Pittman Claytor. "Rethinking Racialized Forms of Cultural Capital: Examining the Case of Black Cultural Capital." *Sociology Inquiry*.

Cassi Pittman Claytor. "The Pervasiveness of a Consumer Racial Hierarchy." Handbook for Intra-Cultural Market. Edward Elgar Publishing. (Forthcoming 2022).

Cassi Pittman Claytor and David Crockett. "Theorizing Marketplace Racism and Racially-Biased Exclusionary Treatment During Unsettled Times." (In Progress).

Cassi Pittman Claytor, Marissa Gilbert, and Jacob Rivera. "Queer spaces in Black places: The shared perception of class-related desirability among residents of a middle-class Black neighborhood with a long-standing white gay and lesbian population." (In Progress).

Cassi Pittman Claytor. "Cultural Constraint or Cultural Freedom: Black Cultural Capital in the Workplace" (In Progress).

Cassi Pittman Claytor. "The Doctor and the Drug Dealer: How Race and Class-Based Cultural Preferences Influence Blacks' Perceptions of Neighborhood Desirability" (In Progress).

Cassi Pittman Claytor and Casey Newmeyer. "Blackout: The Marginalization of African American Consumers in the Marketing and Consumer Behavior Literature" (In Progress).

Grants & Fellowships

2020 Research Grant from Sephora, Inc. "An Overview of the Literature on Racial Bias and Exclusionary Treatment in Retail Settings" (\$79,846).

2019 W.P. Jones Presidential Faculty Development Fund. Case Western Reserve University, (\$5,000).

2018 Shelia Biddle Ford Foundation Fellowship, W. E. B. Du Bois Research Institute, Hutchins Center for African & African American Research, Harvard University.

2017 Career Enhancement Fellowship, Woodrow Wilson National Fellowship Foundation.

- 2016 Glennan Fellowship, University Center for Teaching and Learning, Case Western Reserve University (\$6,500).
- 2015 Research grant from the Social Justice Institute, Case Western Reserve University for “Forest Hill Neighborhood Preferences Study” (\$6,500).
- 2015 Learning Fellowship, University Center for Teaching and Learning, Case Western Reserve University (\$2,500).
- 2013 Research grant from Office of Diversity and Inclusion, the Ohio State University, for “How Racial and Cultural Affinities Inform Preferences and Considerations of Neighborhood Desirability.” (Co-PI Rachel Dwyer) (\$2,000).
- 2011 Graduate Society Dissertation Completion Fellowship, Harvard University.
- 2010 European Sociological Association, Consumption Research Network, Travel Grant.
- 2010 Mellon Mays Travel and Research Grant, Social Science Research Council.
- 2009 Joint Center for Housing Studies and NeighborWorks® America Emerging Leader in Economic and Community Development Fellowship, Harvard University.
- 2007 Mellon Mays Pre-doctoral Research Grant, Social Science Research Council.

Presentations

Conference Presentations

- 2021 Together with David Crockett. “Theorizing Marketplace Racism and Racially-Biased Exclusionary Treatment During Unsettled Times” Eastern Sociological Society. Presidential Thematic Session on Race and Economy organized by Nina Bandel. February 2021.
- 2020 Together with Marissa Gilbert and Jacob Rivera. “Queer spaces in Black places: The shared perception of class-related desirability among residents of a middle-class Black neighborhood with a long-standing white gay and lesbian population.” Annual Meeting of the American Sociological Association, Virtual Meeting. August 2020.
- 2019 “Black American Dreams” Race in the Marketplace Research Forum, Université Paris-Dauphine, Paris, France. June 2019.
- 2018 “Buying Black - How racial ideologies condition the consumption preferences and practices of African Americans.” (*invited paper session on Race in the Marketplace*) Southern Sociological Society. New Orleans, LA. April 2018.
- 2017 “African American Dreams: An Examination of African Americans’ Aspirational Consumption.” European Sociological Association. Athens, Greece. August 30th-September 1st.

- “Black American Dreams.” (*accepted for paper session on Race, Ethnicity and Inequality in Consumer Culture*). Annual Meeting of the American Sociological Association. Montreal, Canada. August 2017.
- “Race in the Marketplace.” Consumers and Consumption Symposium, Center for Cultural Sociology, Yale University, New Haven, CT. March 31, 2017.
- “Race in the Marketplace and the Academy,” Race in the marketplace research forum, American University, Washington D.C. May 30th - June 1, 2017.
- "Black Burb - Rethinking middle-class blacks' residential preferences." Annual Meeting of the Eastern Sociological Society, Philadelphia, PA. February 2017.
- 2016 “Race, Space, and Place: New Perspectives on Gentrification and Minority Suburbanization in the U.S.” Association for the Study of African American Life and History, Richmond, VA.
- 2016 "Cultural Constraint or Cultural Freedom: Black Cultural Capital in the Workplace," Annual Meeting of the Eastern Sociological Society, Boston, MA.
- 2015 Discussant. Annual Meeting of the American Sociological Association. Chicago, IL.
- 2013 “How Cultural Affinities and Racial Identity Inform Blacks’ Racial Residential Preferences,” Annual Meeting of the American Sociological Association. New York, NY.
- “Shopping While Black.” Annual Meeting of the Eastern Sociological Society, Boston, MA.
- 2012 “The Doctor and the Drug Dealer: How Race, Class, and Gender Identities Affect How Middle and Working Class African-Americans Experience Their Neighborhoods." Annual Meeting of the Eastern Sociological Society, New York, NY.
- 2010 “Race, Class, Social Context and Consumption: A Case Study of How Middle-Class African Americans Use Goods in the Workplace." Annual Meeting of the American Sociological Association. Atlanta, GA.
- “Theorizing Racial Minorities’ Consumption." Interim Meeting of the European Sociological Association’s Consumption Research Network. Tartu, Estonia.
- 2008 “The Use of Social Capital in Black Borrowers’ Decision Making.” Annual Meeting of the American Sociological Association. San Francisco, CA.
- Annual Meeting of the Association of Black Sociologists. New Orleans, LA.
- 2007 “The Use of Social Capital in Black Borrowers’ Decision Making.” Policy Briefing hosted by the Joint Center for Housing Studies and Neighborworks America©. Washington, DC.

Invited Public Presentations and Panels

2021 Race, Ethnicity, and Immigration Workshop, Department of Sociology, University of Pennsylvania. April 16, 2021.

Interviewed about *Black Privilege* on “The Art McCoy University” WERE-AM, Cleveland, OH. February 28, 2021.

[“Profiles of Inclusive Excellence: African American Faculty Spotlight.”](#) Sponsored by Case Western Reserve University’s African American Alumni Association, Office of Inclusion, Diversity, Equal Opportunity, and the African and African American Studies minor. February 25, 2021.

"A Critical Examination of the Causes and Consequences of Retail Racism." Townhall Meeting. Invited Presentation. Maurices, Inc. February 18, 2021.

“Understanding Unconscious Bias in the Retail Shopping Experience.” [21st Century Retail Workforce Virtual Winter Summit 2021](#). Retail Industry Leaders Association. February 18, 2021.

“Striving and Surviving: A nuanced examination of the modern Black Middle Class.” Invited presentation. Blackrock, Inc. February 11, 2021.

2020 “Meet the Author.” Lorain Public Library. Facebook Live Event. December 2, 2020.

“Race, Culture, and Inequality”, Cultural and Social Analysis Workshop, Department of Sociology, Harvard University, Cambridge, MA. Virtual Meeting. December 1, 2020.

“Retail Racism: What Does It Look Like & How Can Companies Combat It.” [Embracing Diversity Week](#). Invited by the Retail Business Association and the Morrison Center for Marketing and Data Analytics, Anderson School of Management, University of California, Los Angeles, Los Angeles, CA. Virtual Meeting. November 16, 2020.

“The Future of Retail: The Transformative Potential of the Present Moment.” Keynote Address. "IGNITION: Retail Revolution." Business Insider. Virtual Meeting. November 16, 2020.

Interviewed about *Black Privilege* on “From the Streets with Bob Law” WBAI New York, NY. October 31, 2020.

"A Critical Examination of the Causes and Consequences of Retail Racism." Estée Lauder’s Companies, Education Day Workshop. Virtual Meeting. October 29, 2020.

“Faculty Focus: Speaker Series” Office of Multicultural Affairs, Case Western Reserve University, Cleveland, OH. Virtual Meeting. October 22, 2020.

"A Critical Examination of the Causes and Consequences of Retail Racism." Presentation at the National Retail Federation’s Diversity and Inclusion Working Group Meeting. Virtual Meeting. October 8, 2020.

- Panel Participant, Women in Fashion and Beauty Initiative. McKinsey and Company. Virtual Meeting. August 11, 2020.
- 2018 “Black Privilege and Black Power: Black Consumers Managing Race and Racial Stigma” Spring Colloquium. W.E.B. DuBois Institute at the Hutchins Center for African and African American Research, Harvard University, Cambridge, MA.
- 2017 Dinner + Dialogue: City on the Brink -The Future of East Cleveland, The City Club of Cleveland.
- 2016 “Black Burb: Rethinking the Quest for Integration and Middle-Class Blacks’ Residential Preferences,” Geller Lecture, John Carroll University.
- “Race, Class & Place: Rethinking Middle-Class Blacks’ Residential Preferences,” Power of Diversity Series, Office of Diversity and Inclusion, Case Western Reserve University.
- “East Cleveland: Past and Present” at the East Cleveland Public Library hosted by the Social Justice Institute, Case Western Reserve University.
- “Race, Class, Social Context and Consumption,” Department of Sociology, Race Workshop, Duke University.
- Invited Panelist, Mellon Mays Fellows Professional Network Conference, The Path to the Professoriate, University of Pennsylvania, Philadelphia, PA. 2016.
- Invited Keynote Speaker, African American Society, Black History Month Speaker, Case Western Reserve University, Cleveland, OH. 2016.
- 2015 "Dressed for Success?: Middle-Class Blacks’ Use of Goods to Negotiate Race and Racial Stigma in the Workplace," Sociology Department Colloquium, Case Western Reserve University.
- "To Braid or not to Braid: Cultural Constraint at work," Case Western Reserve University, Office of Multicultural Affairs.
- "Race, Class, and Cultural Capital" at the Soul Food Forum, Hathaway Brown School, Shaker Heights, OH.
- 2014 “Recent Ph.D. Panel” invited speaker at the Mellon Mays Undergraduate Fellowship Program Summer Conference, Macalester College, St. Paul, MN. 2014.
- 2013 “The Doctor and the Drug Dealer: How Cultural Affinities and Racial Identity Inform Blacks’ Racial Residential Preferences.” The Ohio State University, Department of Sociology, Form/Huber Colloquia Series.

“Race in the City,” AAAS 2201: Major Readings in African American & African Studies, The Ohio State University.

“New Technologies in Qualitative Research,” SOC 209: Qualitative Social Analysis, Harvard University.

2011 Discussant, The Leadership Alliance National Symposium, “The Future of Research: Developing Leaders in Academia and Beyond,” Greenwich, CT.

Media

Invited Op-Ed

“Shopping while black:” yes, bias against black customers is real” by Cassi Pittman Claytor. [The Guardian](#), June 24, 2019.

Interviewed/Quoted In

“The mirage of the Black middle class.” By Anne Helen Peterson. [Vox](#). January, 18, 2021.

“How Sephora is Tackling racial bias in retail.” By Alyssa Newcomb. [Fortune](#). February 2, 2021.

“Sociologist Cassi Pittman Claytor outlines the work that needs to be done to combat retail racism: ‘You can’t treat a disease if you do not have metrics to test for it and diagnose it.’” by Madeline Stone. [Business Insider](#). November 16, 2020.

“Racial bias is an everyday reality for Black American shoppers. Cassi Pittman Claytor is studying how to end it” by Madeline Stone. [Business Insider](#). September 28, 2020.

“Brick-and-mortar retail was already roiling pre-pandemic. Now brand transformation is the key to survival” by Gloria Dawson. [Business Insider](#), September 11, 2020.

“5 Ways to Be a Socially Conscious Consumer and Financial Activist” by Maryalene LaPonsie. [U.S. News & World Report](#). August 3, 2020.

“How to combat racism in stores” Kati Chitrakorn. [Vogue Business](#). July 15, 2020.

“Sephora Fully Commits to Combatting Racial Bias Within the Beauty Industry” by Joane Amay. [Ebony](#). July 13, 2020.

“Sephora takes steps to improve equity and inclusion in stores” by Priya Rao. [The Glossy Magazine](#). July 7, 2020.

“While Black Shoppers Participate in #BlackoutDay2020, Sephora Shows Us the Receipts on Its Retail Bias Study” by Maiysha Kai. [The Root](#). July 7, 2020.

“Sephora is driving change to combat systemic racism in retail” by Shelly Kohan. [Forbes](#). July 7, 2020.

“As Black buying power grows, racial profiling by retailers remains persistent problem” by Melissa Repko. [CNBC](#). July 5, 2020

“Anthropologie is “Whitewashed” from top to bottom, from how it treats its Black staff to how it profiles shoppers” by Vanessa Wong. [BuzzFeed](#). June 23, 2020.

“Masks signal strangers to stay away, promoting social distancing, suggests Italian study.” By Julie Washington. [The Plain Dealer](#). June 9, 2020.

“Shopping while black. African Americans continue to face retail racism” by Michelle Singletary. [The Washington Post](#). May 17, 2020.

“Source Lunch with Cassi Pittman.” by Rachel Mccafferty. [Crains Cleveland](#). February 13, 2016.

“The Teacher: Cassi Pittman.” by Eric Sandy. [The Scene](#) (Cleveland). July 22, 2015.

Other

- “Must-Read Books on Economic Privilege.” Pretty Progressive. January 27, 2021.
- Named as a “Pretty Powerful” African American Woman by Bobbi Brown.
- Name as one of 100 People influencing Business by Business Insider.

Teaching and Advising Experience

Case Western Reserve University

- 2021 SOCI 256: Economic Sociology: Money, Markets, Morals, and Social Life.
SOCI 204: Criminology.
- 2020 SOCI 204: Criminology.
SOCI 3867/486: Race and Racism.
- 2019 SOCI 256: Economic Sociology: Money, Markets, Morals, and Social Life.
SOCI 204: Criminology.
- 2018 SOCI 204: Criminology.
SOCI 355: Race and Racism.
- 2017 SOCI 204: Criminology.
SOCI 325: Great Books: The study of race, class, and urban life using Cleveland, OH as a case study.
- 2016 SOCI 204: Criminology.
SOCI 256: Economic Sociology: Money, Markets, Morals, and Social Life.
SOCI 325: Great Books: The study of race, class, and urban life using Cleveland, OH as a case study.
- 2015 SOCI 204: Criminology.
SOCI 256: Economic Sociology: Money, Markets, Morals, and Social Life.
- 2014 SOCI 204: Criminology.

Service to the CWRU and Department of Sociology

- CWRU Departmental Diversity Seminar Series (CDDSS), Provost's Think Big Seed Sprint Initiative, Team member, 2019-Present.
- Cultural Change for Climate Change, Provost's Think Big Seed Sprint Initiative, Co-Lead, 2019-Present.
- Ad-Hoc Colloquium Committee, Department of Sociology, 2020-2021
- Committee on Educational Programs (CEP), 2018 – 2020, Chair 2020-2021.
- Schubert Center for Childhood Studies, Faculty Associate. 2014 – Present.
- Undergraduate Concentration coordinator for the Crime, Law, and Justice concentration, Department of Sociology 2014 – Present.
- Department of Sociology's curricular sub-committee on the Study of Inequality, 2015– Present.
- Graduate Student Admissions Committee, Department of Sociology, 2014-2017, 2018 – Present.
- Departmental Strategic Planning Committee, Department of Sociology, 2016 to 2017.
- Collaborated with Department of Religious Studies Associate Professor Joy Bostic and Marilyn Sanders Mobley, Vice President, Inclusion, Diversity & Equal Opportunity and Professor of English in the proposal writing and efforts to establish the African American Studies Minor. 2016 -17.
- SAGES Portfolio Reader, Case Western Reserve University, Cleveland, OH. 2016.
- Provost Scholars Thursday Seminar Presentation, requested by Professor Faye Gary, Medical Mutual of Ohio and Kent W. Clapp Chair and Professor of Nursing, Frances Payne Bolton School of Nursing, 2015.

Service to the Profession

- Council Member, Consumer and Consumption Section, American Sociological Association, 2020 – 2023. Chair of Membership Committee.
- Council Member, Section on Ethnic and Racial Minorities, American Sociological Association, 2019-2021. Chair of Early Career Award Committee.
- Nominations Committee Member, Consumer and Consumption Section, American Sociological Association, 2014 and 2017.
- Oliver Cromwell Cox Book Award Committee Member, Section on Ethnic and Racial Minorities, American Sociological Association, 2014.

Reviewer

American Journal of Sociology

Sage Open

Sociology of Race and Ethnicity

Journal of Marketing Management

Professional Memberships

American Sociological Association (ASA)
Association of Black Sociologists (ABS)
Eastern Sociological Society (ESS)
Association for the Study of African American Life and History (ASASLH)

References

William Julius Wilson (Dissertation Chair)
Lewis P. and Linda L. Geysler University Professor,
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John F. Kennedy School of Government
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American Studies, Harvard University
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Juliet B. Schor, Professor of Sociology, Boston College
519 McGuinn, 140 Commonwealth Avenue,
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