



“I use my social science background to build deep understanding on diversity, equity, and inclusion issues—to get people excited and invested in solutions that really work. That’s how we create sustainable culture change.”

Michael Baran, Ph.D.

Michael is a Senior Partner and the Digital Solutions Lead at inQUEST.

Michael drives organizations toward innovative, evidence-based diversity, equity, and inclusion solutions by drawing on a deep understanding of the social science behind culture and cognition, identity and communication. Drawing on more than twenty years of experience from his own cultural anthropology research, he knows what works and uses those insights to create real change for organizations.

As a Senior Partner at inQUEST, Michael brings his unique perspective to his speaking engagements, writings on critical DEI topics, consulting, leadership development and workshop facilitation. As Digital Solutions Lead, he ensures best practices are incorporated into scalable digital products that incorporate cutting edge social science and real scenarios, while engaging users. He customizes sustainable change management plans for organizations that integrate the best of in-person and scalable digital platforms.

In addition to his inQUEST work, he has taught courses on race and identity, Latin America, child development, and research methodology at Harvard University and the University of Michigan. He has worked as Associate Director at the FrameWorks Institute and Principal Researcher at the American Institutes of Research, conducting ethnographic research to inform strategic framing and culturally competent campaigns around a variety of pressing social issues.

Michael received his B.A. from Emory University and his M.A. and Ph.D. in cultural anthropology with a certificate in Culture and Cognition from the University of Michigan. He is fluent in Spanish and Portuguese.

Michael is an expert in:

- + Blended digital and in-person solutions to Diversity, Equity, and Inclusion issues
- + Culture change and cultural competence
- + Leadership development
- + Reducing bias and addressing microaggressions

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We are a diverse and unique collective of recognized thought leaders, senior strategists, and business people who are passionate about diversity & inclusion.
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