

David Ulevitch, AB 2004
Founder/CEO of OpenDNS

Current job description

Mr. Ulevitch is the founder and CEO of OpenDNS, an internet securities firm.

Career arc

Previously, Mr. Ulevitch founded and worked on EveryDNS, a free DNS provider. As an undergraduate, he worked on internet and technology projects at Washington University.

The relevance of anthropology

According to Mr. Ulevitch, anthropology majors fail to recognize skills they innately have and skills they pick up as a major, such as creativity, broad thinking, the ability to interact with anyone, and strong writing. Nobody can be good in advertising or marketing without some understanding of anthropology, since those fields seek to understand human culture and behavior at some level.

Marketing anthropology

The corporate world can benefit greatly by anthropologists, and it's our responsibility to educate them by selling our skill set. Academic success and being able to demonstrate relevant skills are far more important than a business degree.

Advice to undergrads, new grads

It's important to have internships and work experience to build skills and also help you understand what you like and what you want to do.