

PETER G. GOULD, PhD, FSA

EDUCATION

PhD University College London (Institute of Archaeology)

London, U.K. 2014. Thesis: *Putting the Past to Work: Archaeology, Community and Economic Development*.

Master of Liberal Arts (Global Studies Certificate), University of Pennsylvania

Philadelphia, Pa. 2010

Bachelor of Arts (Economics/History), Swarthmore College

Swarthmore, Pa. 1973. High Honors. Phi Beta Kappa.

ARCHAEOLOGY / HERITAGE-RELATED AFFILIATIONS

University of Pennsylvania Museum of Archaeology and Anthropology, Philadelphia, Pa.

- Consulting Scholar, Penn Cultural Heritage Center (2014-Present)
- Board of Advisors, Chair, (2020-Present), Member (2008-Present).
- Lecturer. Course Taught: Heritage Economics (2015-Present)
- Penn Museum Director's Council, Chairman (2010-2020)
- Penn Cultural Heritage Center Advisory Board, Chairman (2016-19) , Member (2016-Present)

American University of Rome, Rome, Italy

- Adjunct Assistant Professor, Archaeology (2014-Present).
- Courses Taught: Heritage Economics, Sustainable Heritage Tourism, Fundraising

DigVentures, Ltd. (London, UK)

- Shareholder/Partner; Member Board of Directors. Finance Director. (2016-present).

Escala/Sustainable Preservation Initiative (New York, N.Y.)

- Member, Board of Directors (2010-present)

University College London Institute of Archaeology, London, U.K.

- Honorary Lecturer (2014-2018) (annual Public Archaeology lectures)

Society of Antiquaries (London, UK)

- Fellow (elected 2018)

ACADEMIC PUBLICATIONS

Books and Journal Special Issues

- 2018** **Gould, P.G.** *Empowering Communities through Archaeology and Heritage: The Role of Local Governance in Community Economic Development*. London: Bloomsbury.
- 2017** **Gould, P.G. and Pyburn, K.A. (Editors)**, *Collision or Collaboration: Archaeology Engaging with Economic Development*. Volume in the One World Archaeology Series. Cham Switzerland: Springer. Chapters were drawn from papers presented at the 7th World Archaeological Congress, Dead Sea, Jordan, January 2013. The volume includes:
- **Gould, P.G.** (Chapter 1) *Introduction*.
 - **Gould, P.G. and Paterlini, A.** (Chapter 10) *Governing Community-Based Heritage Tourism Clusters: I Parchi della Val di Cornia, Tuscany*.
 - **Gould, P.G.** (Chapter 12) *Considerations on Governing Heritage as a Commons Resource*
- 2014** **Gould, P. G. and P. Burtenshaw (Editors)**, Special issue of *Public Archaeology* Vol. 13, Nos. 1-3, presenting papers from the "Archaeology and Economic Development" conference at University College London, September 21-22, 2012. Simultaneously published by Oxbow Books and Maney Publishing (now Routledge) in book form as *Archaeology and Economic Development*, P. Burtenshaw and P.G. Gould, editors. The volume includes:
- **Gould, P.G. and Burtenshaw, P.** Guest Editorial: Archaeology and Economic Development.
 - **Gould, P.G.** A tale of two villages: Institutional structure and sustainable community organizations.

Journal Articles and Book Chapters

- In Review** **Gould, P.G.** Heritage Commons and Tourism. In: Majewski, T., M. di Giovine and J-M Garcia-Fuentes (eds), *The Routledge Handbook of Heritage and Tourism*. (New York: Routledge).
- In Press** **Gould, P.G.** Archaeology and Contemporary Capitalism. In: Barnard, H., *Archaeology Out of the Box* (Los Angeles: Cotsen Institute Press).
- Gould, P.G.** The Polycentric Commons: Democratic Heritage and the Ostroms' Perspectives on Governance. In: Lafrenz Samuels, K. and J. Daehnke (Eds), *Cultural Heritage, Rights, and Democratic Practice* (Gainesville: University of Florida Press).
- 2021** **Bertacchini, E. and Gould, P.** Collective Action Dilemmas at Heritage Sites: An Application of the IAD-NAAS Framework. *International Journal of the Commons* 15(1), 1-15.
- Gould, P.G.** Community in Archaeology: An Assessment. *European Journal of Post-Classical Archaeologies* 11
- 2020** **Gould, P.G.** Realities and Requisites in Community-Based Heritage Management. In Higgins, V. and D. Douglas (eds.), *Communities and Cultural Heritage: Global Issues, Local Values* (London: Routledge)

- 2019** **Gould, P.G. and P. Burtenshaw.** Community Economic Development and Archaeology. In Smith, C. (ed) *Encyclopedia of Global Archaeology (2nd Edition)*. Cham, Switzerland: Springer.
- Gould, P.G. and P. Burtenshaw.** Heritage Sites: Incentives, Impact and Commercialization (revised). In Smith, C. (ed) *Encyclopedia of Global Archaeology (2nd Edition)*. Cham, Switzerland: Springer.
- 2018** **Gould, P.G.** Economic Valuation of Heritage. In Smith, C. (ed) *Encyclopedia of Global Archaeology (2nd Edition)*. Cham, Switzerland: Springer.
- Gould, P. G.** Privatization, Public-Private Partnerships, and Innovative Financing for Archaeology and Heritage. In Smith, C. (ed) *Encyclopedia of Global Archaeology (2nd Edition)*. Cham, Switzerland: Springer.
- Gould, P.G.** Community-Centred Supply Chains and Sustainable Archaeological Tourism. *Archaeostorie Journal of Public Archaeology* 2: 61-74.
- 2016** **Gould, P.G.** On the Case: Method in Public and Community Archaeology. *Public Archaeology* 14 (1) 1-18.
- 2015** **Labadi, S. and Gould, P.G.** Sustainable development, economics and community. In: L. Meskell, *Global Heritage: A Reader*. Hoboken: Wiley/Blackwell.
- Gould, P.G.** Arqueología y desarrollo, un ejemplo basado en un comunidad de Perú. *Revista Colombiana Arqueología ICANH* 51 (2) 317-338.
- 2014** **Gould, P.G. and Burtenshaw, P.** 2014. Heritage Sites: Economic incentives, impacts and commercialization. In *Encyclopedia of Global Archaeology*: 3326-3331. New York: Springer Reference.
- 2013** **Gould, P.G.** 2013. Review: World Archaeological Congress 7 and Economics. *Public Archaeology* Vol. 12 no. 4, 278-279.
- 2011** **Gould, P.G.** 2011. Governance matters: Why institutional design is key to the success of community organizations. *The Museum Archaeologist*, Vol. 34: 57-65. Originally presented at the Society for Museum Archaeologists Annual Conference, Bristol UK November 4, 2011.
- Gould, P. G. 2011.** A Reply to "Should the UK Be Nominating More World Heritage Sites?". *Present Pasts*, [S.l.], v. 3, n. 2, aug. 2011. ISSN 1759-2941. Available at: <<http://www.presentpasts.info/article/view/pp.52/92>> .

Book Reviews

- 2020** **Gould, P.G.** Review, "Transforming Heritage Practice in the 21st Century," Jameson, J. H. and S. Musteață (Eds). *American Antiquity* 85(3), 617-618.
- 2020** **Gould, P.G.** Review, "Transforming Heritage Practice in the 21st Century," John H. Jameson and Sergiu Musteață (eds). (Springer, 2019). *American Antiquity* (in press).
- 2018** **Gould, P.G.** Review, "Public Archaeology, Theoretical Approaches and Current Practices," Işıl Gürsu (ed.). *Public Archaeology* 17 (4), 214-216

CONFERENCE PAPERS / INVITED LECTURES

- 2021** **Presentation (with Enrico Bertacchini):** *Collective Action Dilemmas at Heritage Sites: An Application of the IAD-NAAS Framework*. The 21st International Conference on Cultural Economics, Lille, France. July 6-9, 2021 (online)
- 2020** **Master Class,** Masters in World Heritage and Cultural Projects for Development. Turin School of Development (ILO/Turin Center), Torino, Italy. February 24, 2020.
- 2019** **Heritage Impact: Concepts and Metrics.** Workshop on Heritage, Sustainability and Wellbeing, ICCROM, Rome Italy, December 16-18, 2019.
- Archaeology and the Commons: Past, Present, Future.** Workshop on Communities in Archaeology, sponsored by the University of Padua. Venice, Italy, December 12, 2019.
- Panel Discussant,** debate on "Civic engagement, heritage, and sustainability," Luiss University, Rome, Italy, December 9, 2019
- The Value of Cultural Heritage,** presented at DIALPAST: The Value of the Past: Heritage, Economics, and Sustainability, as a faculty member of this course offered by the University of Oslo (Norway) at the Norwegian Institute, Athens, Greece, October 20-25, 2019.
- Archaeology and Contemporary Capitalism,** Society for American Archaeology annual meeting, April 2019, in Albuquerque, N.M. at a session on "Out-of-the Box Archaeology," April 12, 2019. Also discussant on a panel, "Cultural Heritage in Contemporary Society," at the SAA meetings.
- Cultural Heritage as a Commons Resource,** conference co-organizer with Prof. K. Anne Pyburn, Indiana University, held March 28-30, 2019 at Indiana University, Bloomington, In., with grant support from the Ostrom Workshop, Indiana University. Paper presented: *Scale, Governance and Material Heritage Archaeology and Heritage: What's Economics Got to Do With It* and *Putting the Past to Work: Developing Communities through Archaeology and Heritage*. Lectures presented at University College London Institute of Archaeology, March 18-20, 2019, and the University of Padua, Italy, March 21-22, 2019.

- 2018** *Public Goods, Private Management: Alternatives to State Heritage Management that Empower Communities.* Presented at conference on “Building Heritage Communities: Empowering the Local,” Rome, Italy. October 17-21, 2019.
How Can Heritage Contribute to the Economic Growth of Local Communities? Presented at a session on “Social Heritages: Addressing Global Challenges in Contemporary Society” as part of Research Week 2018 at Stirling University, Scotland, May 1, 2018.
Impact Philanthropy...Its impact on Archaeology. Presented at a panel on “Philanthropy and Funding in Today’s World” at the 119th Annual Meeting of the Archaeological Institute of America, January 6, 2018, Boston Massachusetts.
- 2017** **Invited participant and session moderator**, conference on Preserving Art and Culture in Times of War, sponsored by the University of Pennsylvania Museum of Archaeology and Anthropology and the University of Pennsylvania Law School, April 5-7, 2017.
Session co-chair (with Ran Boytner, IFR): The Future of Funding for Archaeology, Society for American Archaeology Annual Meeting, Vancouver, BC, Canada. March 29 – April 2, 2017. Presented a paper in this session: *Value and Impact: The New Philanthropy and Funding Archaeology.*
Discussant, Community Based Cultural Heritage in Practice. Conference held at the University of Pennsylvania, January 19, 2017, sponsored by the Penn Cultural Heritage Center.
- 2016** **Member, Scientific Committee and Theme Organizer** (T01: Archaeology and Development). 8th World Archaeological Congress, Kyoto, Japan. August 29-September 2, 2016. Paper entitled *Who Cares What Works in Development?* presented at session entitled “What Works in Development” at the 8th World Archaeological Congress, Kyoto Japan August 29-September 2, 2016.
On the Case: Method in Public and Community Archaeology. Paper presented at the Society for American Archaeology meetings, April 6-9, 2016 in Orlando, FL.
How Communities Can Realize Economic Benefit from Their Heritage Resources. Presentation to the Garifuna Cultural Entrepreneurship Summit, via Skype. Hosted by the United States Embassies to Guatemala, Belize, Honduras and Nicaragua. February 26, 2016.
- 2015** *Public/Private Partnerships in the United States.* Speaker and conference panelist: Public Private Partnerships for Supporting Culture: Incentives and Impact. American Academy in Rome, Rome, Italy. March 17, 2015.
Challenges Facing Cultural Heritage Management. Invited lecture, Cornell University Department of Anthropology, Ithaca, NY, March 6, 2015
- 2014** *Should Archaeologists be Talking to Economists?* and *Can Community Projects Survive?* Invited lectures, Stanford Archaeology Center, Stanford University, Stanford, Ca. Nov.12-13, 2014.
Can Community Projects Survive? Invited lecture, Limerick Institute of Technology, Limerick, Ireland. Oct. 8, 2014.
Putting the Past to Work: Archaeology, Community and Economic Development. Lecture delivered March 27, 2014, University of Pennsylvania Museum of Archaeology and Anthropology, sponsored by the Penn Cultural Heritage Center.
Putting the Past to Work: Archaeology, Community and Economic Development. Lecture delivered February 12, 2014, Palazzo Altamps, Rome, Italy, sponsored by the American University of Rome, ICCROM, Direzione Generale Antichità and Soprintendenza Speciale Per I Beni Archeologici di Roma.
- 2013** **Theme co-organizer** (Archaeology as Economic Development and Community, with A. Forster and R. White) and Session Organizer (Case Studies in Archaeology and Economic Development) 7th World Archaeological Congress, Amman, Jordan January 14-18, 2013.
Considerations on governing heritage as a common pool resource
Presented at 7th World Archaeological Congress, Amman, Jordan January 14-18, 2013.
Parchi della Val di Cornia, a sustainable community-owned park network in Tuscany (Paterlini, A. and Gould, P.G). Presented at 7th World Archaeological Congress, Amman, Jordan January 14-18, 2013.
- 2012** **Conference co-organizer** (with P. Burtenshaw), Archaeology and Economic Development Conference, University College London September 21-22, 2012. Presented paper entitled: *A Tale of Two Villages: Institutional Structure and Sustainable Community Organizations.*

TEACHING

- 2019-20** **University of Pennsylvania**, Philadelphia, PA. Fall Semester 2019 in the *Anthropology / Master of Liberal Arts Program*: ANTH 598-640 Heritage Economics.
American University of Rome, Rome, Italy. Spring Semester 2020 in the *Masters in Sustainable Cultural Heritage* program: CH504 Economics of Heritage and GSB504 Fundamentals of Fund Raising.
- 2018-19** **University of Pennsylvania**, Philadelphia, PA. Fall Semester 2018 in the *Anthropology / Master of Liberal Arts Program*: ANTH 598-640 Heritage Economics.

- American University of Rome**, Rome, Italy. Spring Semester 2019 in the *Masters in Sustainable Cultural Heritage* program: CH504 Economics of Heritage and GSB504 Fundamentals of Fund Raising. MA Thesis Supervisor: Betty G. Gillespie and Kristin Lochner.
- 2017-18 University of Pennsylvania**, Philadelphia, PA. Fall Semester 2017 in the *Anthropology / Master of Liberal Arts Program*: ANTH 598-640 Heritage Economics.
- American University of Rome**, Rome, Italy. Spring Semester 2018 in the *Masters in Sustainable Cultural Heritage* and *Masters in Arts Management: Programs*: GSB505 Economics of Culture and Heritage and GSB507 Fund Raising for Cultural Heritage Projects. MA Thesis Supervisor: Anjum Malik.
- 2016-17 University of Pennsylvania**, Philadelphia, PA. Fall Semester 2016 in the *Anthropology / Master of Liberal Arts Program*: ANTH 598-640 Heritage Economics.
- American University of Rome**, Rome, Italy. Spring Semester 2017 in the *Masters in Sustainable Cultural Heritage*: CH504 Economics of Heritage and CH507 Fund Raising for Cultural Heritage Projects, and in the *Masters in Arts Management: AMG504 Cultural Economics*. MA Thesis Supervisor: Melanie Banks and Sarah Simone.
- 2015-16 University of Pennsylvania**, Philadelphia, PA. Fall Semester 2015
Anthropology / Master of Liberal Arts Program: ANTH 598-640 Economics of Heritage.
- American University of Rome**, Rome, Italy. Spring Semester 2016:
Masters in Sustainable Cultural Heritage: CH504 Economics of Heritage and CH507 Fund Raising for Cultural Heritage Projects. MA Thesis Supervisor: Alyssa Theil and Melissa Vella.
- 2014-15 American University of Rome**, Rome, Italy. Spring Semester 2014 in the *Masters in Sustainable Cultural Heritage Program*: CH504 Economics of Heritage and CH507 Fund Raising for Cultural Heritage Projects. MA Thesis supervisor: Blake Cantrel and Jessica Edwards
- 2013-14: American University of Rome**, Rome, Italy. Spring Semester 2013:
Undergraduate: ARC381 Sustainable Heritage Tourism: Planning and Management. May 5-9, 2014:
Masterclass: Turning Charlemagne into an Asset for Rome. Conference co-organizer and session leader.

CORPORATE AFFILIATIONS

FORTNA, INC. – West Reading, PA <i>Shareholder and Director</i>	1992-2019
SUPERIOR GROUP, INC. – W. Conshohocken, PA <i>President and Director</i>	2001- 2019
BERWIND FINANCIAL GROUP, L.P. – Philadelphia, PA <i>President and Chief Executive Officer</i>	1995-2001
OVERSEAS PARTNERS, INC. – New York, Milan and Geneva <i>Principal</i>	1990-1995
EXXEL CONTAINER, INC. – Somerset, N.J. (Affiliate of Abacus & Associates) <i>President and Chief Executive Officer</i>	1986-1990
ABACUS & ASSOCIATES, INC. – New York, N.Y. <i>Managing Director</i>	1985-1990
BURROUGHS CORPORATION (Now Unisys Corporation) PLASMAGRAPHS CORPORATION – Warren, N.J. <i>Chairman and Chief Executive Officer</i>	1983-1985
BURROUGHS CORPORATION – Detroit, MI. <i>Corporate Director of Strategic Planning</i>	1981-1983
UNITED STATES GOVERNMENT U.S. DEPARTMENT OF COMMERCE – Washington, D.C. <i>Deputy Assistant Secretary for Export Development</i>	1979-1981
COUNCIL OF ECONOMIC ADVISERS (White House Agency) – Washington, D.C. <i>Special Assistant to the Chairman and Senior Economist</i>	1977-1979
U.S. NEWS AND WORLD REPORT MAGAZINE – Washington, D.C. <i>Associate Editor, Finance</i>	1974-1977
THE BROOKINGS INSTITUTION – Washington, D.C. <i>Research Assistant, Economic Studies Program – Brookings Tax Project</i>	1973-1974

OTHER AFFILIATIONS

Council on Foreign Relations – New York, NY
Member (1981-present)

The Zoological Society of Philadelphia – Philadelphia, PA
Director (1997-Present); Chairman of the Board (2002-2008)

The Gesu School – Philadelphia, PA
Trustee (1997-present)

The Mann Center for the Performing Arts – Philadelphia, PA
Director (1999-2010); Chairman of the Board (2000-2003); Emeritus Director (2011-2019); Honorary Life Trustee (2019-)

The Philadelphia Orchestra Association – Philadelphia, PA

Trustee (2000-2003); Emeritus Trustee (2009-present)
Allen Memorial Art Museum, Oberlin College - Oberlin, Ohio
Member, Visiting Committee (2009-2011), Honorary Life Member (2019-Present)
The Academy of Vocal Arts – Philadelphia, PA
Trustee (2014-present)

PERSONAL

Languages: Conversational Italian, Spanish