

Our Team | Shannon Golden, MA



As a qualitative methodologist, Shannon Golden helps to bridge the gap between personal stories and solutions. Her work focuses on tapping into the power and value of the human experience to inform and inspire change. Her strengths include focus group facilitation, interviewing, survey design and administration, data management, and writing. With formal training in anthropology and over 20 years in academic research settings, she brings a compassionate, well-rounded skillset to each project. Since leaving academia in 2021, she has thrived on expanding her problem-solving skills in various real-world situations and team environments as a research consultant.

Areas of Expertise

- Focus Group Moderation
- Interviewing
- Survey Design & Administration
- Qualitative Data Analysis & Design
- Writing: Expressing Narratives as Data

Client Impact

Director, Office of Women in Medicine & Science, School of Medicine. Served as co-investigator on a 5-year evaluation of the mentoring program for women junior faculty. Co-authored a published manuscript of results.

Climate Survey Team, Office of Women in Medicine & Science. Analyzed qualitative data and reported findings from an institution-wide survey examining work-life integration among women faculty and staff.

Investigator, School of Medicine. Analyzed interview data examining how organizational infrastructure and leadership facilitated or hindered the implementation of a care-based tool. Co-authored a published manuscript of results.

Shannon’s technical skills developed while first employed at West Virginia University for four years, then at Wake Forest School of Medicine for twenty years, followed by self-employment as a consultant. In those roles, she mastered community engagement, project management and team leadership. The bulk of her experience explores the context of how individuals experience illness, health, survivorship and caregiving, as well as the organizational culture of academic medical centers as they work toward their institutional missions. She is committed to mentoring others in these areas, serving as a supervisor and mentor to research teams.

Shannon’s recent project-based consultancies include clients such as the New York City Department of Health & Mental Hygiene, The Emmes Company, University of Chicago, University of North Carolina at Chapel Hill, Children’s Healthcare of Atlanta, University of Kansas Medical Center, Atrium Health Wake Forest Baptist, and several small businesses.

Shannon received her MA in Medical Anthropology from Southern Methodist University in Dallas. She obtained her BA in Anthropology at the University of North Dakota, graduating summa cum laude.

She volunteers for her local Board of Elections as a poll worker and enjoys writing for pleasure with Winston-Salem Writers, for whom she serves as the Critique Group Coordinator.