



Robert Eyler, PhD

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PROFESSIONAL EXPERIENCE

Principal, Economic Forensics and Analytics, Petaluma, CA, 2000 - Present

- Expert witness testimony and analyses history available on request;
 - Primarily wine-industry clients for business litigation support;
- Consultancy activities since 2000, including the following clients:
 - County of Marin and Marin Economic Forum;
 - Wine Growers Canada;
 - Lake County Economic Development Corporation and County of Lake
 - County of Solano and Solano Economic Development Corporation;
 - City of Napa;
 - City of Santa Rosa;
 - Mendocino County Farm Bureau;
 - Wine Institute of California;
 - Frank, Rimerman and Co, LLP (multiple wine industry studies, including Canada);
 - Full Glass Research (Oregon Wine Industry studies);
- Most engagements involve white papers, policy briefs or economic impact analyses.

Chief Economist, Marin Economic Forum, San Rafael, CA, June 2009 - Present

- Founder and CEO, Marin Economic Forum, June 2009 – June 2011, Nov 2011- Aug 2015;
- Manage a corporate Board of Directors, 40+ members;
- Lead fund development for the organization (raised over \$2MM since 2009);
- Lead operations and managed staff and Board Members; and
- Acts as Marin County's lead on focused economic development efforts.

Managing Partner, RPR Importers LLC, October 2001 – December 2010, Highlands Ranch, CO

- Wine importing firm with products from Argentina, specifically Mendoza.
 - Act as Chief Financial Officer and liaison to California market.
 - Over \$750K in sales over life of business.
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EDUCATION

PhD	Economics, University of California at Davis, 1998
MA	Economics, University of California at Davis, 1994
BA	Economics, California State University, Chico, 1992, Magna Cum Laude Minor: Business Administration

ACADEMIC EXPERIENCE

Associate Vice President, Government and Regional Relations, Sonoma State University (SSU)

Sept 2020 – Present

- Assist the President's Office at SSU staying connected to state and federal elected officials
- Act as the university's liaison to all service-area counties and cities as needed
- Act as university's lead on regional organizations as needed

Dean, School of Extended and International Education, Sonoma State University

July 2015 – Dec 2020

- Manage all self-support, academic programs on campus, including:
- Fundraising of over \$2.5 million in estate gifts for Osher Lifelong Learning Institute
- Manage and track \$10 million budget, largest budget of any academic division at SSU

Director, Center for Regional Economic Analysis, Sonoma State University, June 2001- Present

- Lead fund development process for studies and annual outlook conference;
- Generate regional analyses for Sonoma State University service area;
- Coordinate economic and business data dissemination to public;
- Community engagement through speaking at conferences, educational forums, clubs, etc.; and
- Participate in various conferences and seminars as a speaker and presenter.

Director, Graduate and Executive Programs, Sonoma State University, July 2009 – October 2013

- Director of Executive MBA: \$5M revenue in first 4 years;
- Director of Professional Certificate and Education programs.

Professor, Economics Department, Sonoma State University Aug 1998 - Present

Chair, Economics Department, Sonoma State University (2004 – 2011)

- Managed faculty, staff and student resources for Economics Department as Chair; and
- Taught various classes in Economics, MBA, EMBA (including wine business programs).

COMMUNITY SERVICE

Aug 2009 – Present **Board Member**, Redwood Credit Union, Santa Rosa, CA

July 2011 – Present **Board Member**, Workforce Alliance of the North Bay, Napa County, CA

SCHOLARLY ACTIVITIES

Journal Articles and Contributions Accepted and in Academic Press:

"Environmental Perceptions on Entrepreneurial Thinking in the Wine Industry" (2019) with Armand Gilinsky and Sandra Newton and James Downing, Small Enterprise Research, Vol. 26, no. 1, pp 105-116.

"Are Strategic Orientations and Managerial Characteristics Drivers of Performance in the U.S. Wine Industry?" (2018) with Armand Gilinsky and Sandra Newton, International Journal of Wine Business Research; 30(1), pp.42-57.

"Experiential Marketing and Long Term Sales" (2015) with Steven Cuellar and Richard Fanti, Journal of Travel & Tourism Marketing, 32(5):534-553.

"Big Bets, Small Wins: Entrepreneurial Behavior and ROI" (2010) with Armand Gilinsky, Raymond Lopez and Cristina Santini. International Journal of Wine Business Research, Vol. 22, no. 3, pp. 238 - 250

Money and Banking: An International Text (2009) Routledge Publishers, London, ISBN = 978-0-415-77546-5

"Desperately Seeking Serendipity: Exploring the Impact of Country Location on Innovation in the Wine Industry" (2008) with Armand Gilinsky, Cristina Santini, and Luciana Lazzarretti, International Journal of Wine Business Research,

Economic Sanctions: International Political Economy in Theory and Practice, (2007) Palgrave/Macmillan, New York, ISBN = 978-1-403-97463-1

"Brand Damage Valuation: Theory and Practice", (2005) International Journal of Wine Marketing, Vol. 17, no. 2, pp. 21-29

"Direct Shipping Laws in the Wine Industry", (2003), International Journal of Wine Marketing, vol. 15, no. 2, pp. 25-36.

"Does Size Matter: An Empirical Investigation into the Competitiveness of the Small Firm", (2001) with Armand Gilinsky, Richard McCline, and Elizabeth Stanny, Journal of Small Business Strategy, Fall/Winter, vol. 12, no. 2, pp. 1-13.

"Best Practices Along the Life Cycle of Northern California Wine Businesses", (1999) with Armand Gilinsky, SSU, and Richard McCline, SFSU, Australian and New Zealand Wine Journal, Vol. 15, no. 4, pp. 42-49.

"Imported Wine Demand and Stock Market Returns" (1999) with Eric N. Sims, Motto, Kryla, and Fisher, International Journal of Wine Marketing, Vol. 11, No. 3, pp. 64-84.

SCHOLARLY ACTIVITIES (CONT.)

Recent Conference Presentations:

“On Lemons and Wine: Tasting Scores and Adverse Selection”, Southern Economic Conference, Washington, DC, Nov 2018

“On Economic Sanctions and Exchange Rates”, Western Economic Association Int’l conference, Honolulu, HI, July 2015

“Regional Real Exchange Rates and Policy Responses, US Cities” with Robert Sonora, Fort Lewis College, Western Economic Association Int’l conference, San Francisco, CA, June 2013.

“Climate Change and Risks to California Agriculture”, with Don Cyr, Brock University and Michael Visser, Sonoma State University, Agriculture and Applied Economics Association, Aug 2012

“Regional Monetary Policy Effects and the OCA Question: The US Revisited”, with Robert Sonora, Fort Lewis College, Western Economic Association Int’l conference, San Francisco, CA, June 2012.

“Is Monetary Policy Optimal for U.S. Cities”, with Robert Sonora, presented at Western Economic Association International conference, Vancouver, BC, June 29, 2009.

“Asymmetric Monetary Policy Effects: Does the Federal Reserve Push on Strings?”, presented at Western Economic Association International conference, Honolulu, HI, July 2008

“Adverse Selection and Wine Branding”, presented at Western Economic Association International conference, San Francisco, CA, July 6, 2005.

“Economic Sanctions and the Middle East: Theory vs. Practice”, presented at AEA 2005, Philadelphia, PA.

“Foundations of Economic Sanction Analysis”, presented at Global Conference on Business and Economics, Amsterdam, NL, July 9, 2004.

“Event Studies and Tasting Scores: Using Finance Theory in the Wine Industry”, presented at the Western Economic Association International conference, Vancouver, BC, June 2004.