

ROBERT C. EYLER, PhD
Professor of Economics
Director, Center for Regional Economic Analysis
Sonoma State University

Department of Economics
Sonoma State University
Rohnert Park, CA 94928-3609

Phone: (707) 664-4256
Cell: (707) 318-0348
eyler@sonoma.edu

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

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;
- Engage with community through speaking at conferences, educational forums, clubs, etc.; and
- Participate in various conferences and seminars as a speaker and presenter.

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

- Director of MBA programs (EMBA: \$5M revenue in first 4 years);
- Director of Professional Certificate and Education programs;
- Partnering with local Innovation Hub (iHub) to stimulate regional innovation through state of California iHub initiative; and
- Lead for mentoring and education programs for new and growing businesses and entrepreneurs.

Professor, Economics Department, Aug 1998 - Present

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

- July 2003 – June 2008, Associate; Aug 1998 – June 2003, Assistant, Aug 1995 – May 1998 Adjunct
- Managed faculty, staff and student resources for Economics Department as Chair
- Taught various classes in Economics, MBA, EMBA

PROFESSIONAL EXPERIENCE

CEO, Marin Economic Forum, San Rafael, CA, June 2009 - Present

- Founder, Marin Economic Forum, June 2009 – June 2011, Nov 2011- present
- Manage a corporate Board of Directors, 40+ members
- Lead fund development for the organization (raised over \$1M since 2009)
- Lead operations and managed staff and Board Members
- Acts as Marin County's lead on focused economic development efforts

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

- Consultancy activities since 2000, including the following clients:
 - County of Marin and Marin Economic Forum;
 - County of Solano;
 - Center for Economic Development at CSU, Chico
 - City of Napa;
 - City of Santa Rosa;
 - Wine Institute of California;
 - Horizons Foundation, San Francisco;
 - North Bay Leadership Council; and
 - Sonoma County Water Agency.
- Most engagements involve white papers, policy briefs or economic impact analyses.

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

COMMUNITY SERVICE

Aug 2011 – Present **Board Member**, Sonoma State Univ. Academic Foundation, Rohnert Park, CA

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

Aug 2007 – Sept 2008 **Member, Board of Directors**, Catholic Charities, Santa Rosa, CA

Oct 2006 – June 2011 **Member, Fund Advisory Board, Blood Bank of Redwoods**, Santa Rosa, CA

Jul 2001 – Aug 2007 **Member, Finance Committee**, Catholic Charities, Santa Rosa, CA

Aug 1998 – June 2002 **Volunteer**, Boys and Girls Club of Santa Rosa, Santa Rosa, CA

SCHOLARLY ACTIVITIES

Journal Articles and Contributions Accepted and In Academic Press:

"Big Bets, Small Wins: Entrepreneurial Behavior and ROI" (2010) with Armand Gilinsky, Raymond Lopez and Cristina Santini. International Journal of Wine Business Research,

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 Lazzaretto, International Journal of Wine Business Research,

"Financial Aspects of Wine", (2008) with Tony Correia, in Wine: A Global Business 2nd ed, Liz Thach and Tim Matz editors, Miranda Press, Elmsford, New York

Economic Sanctions: International Political Economy in Theory and Practice, (2007) Palgrave/Macmillan, New York, ISBN = 1-4039-7463-2

Instructor's Manual: Economics (2006) Von Allmen, Leeds, and Schming, Addison/Wesley Publishers, (author of macro split, co-author of micro split)

"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 Industry 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:

- “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.

AWARDS AND RECOGNITION

- | | |
|------|--|
| 2008 | Recognized as one of Top 40 business people under 40 in North Bay Business, North Bay Business Journal:
http://www.northbaybusinessjournal.com/article/20080317/BUSINESSJOURNAL/506352235 |
| 1999 | Order of Omega Award , Excellence in Teaching, Sonoma State University |
| 1999 | Outstanding Club Advisor , Sonoma State University. |