

# MATTHEW COYNE

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## EDUCATION

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### **ISENBERG SCHOOL OF MANAGEMENT – UNIVERSITY OF MASSACHUSETTES AMHERST**

**PhD Student in Management**, September 2021 – July 2023

Concentration: Hospitality and Tourism Management

**PhD Candidate in Management**, August 2023 – Present

Concentration: Hospitality and Tourism Management

### **SONOMA STATE UNIVERSITY**

**Bachelors of Science in Business Administration**, August 2019

Concentration: Wine Business Strategies, Minor: Spanish

**Master of Business Administration**, August 2020

Concentration: Wine Business

### **COURT OF MASTER SOMMELIERS**

Level one June 2008, Level two, **Certified Sommelier**, November 2010

Advanced Course Completed, April 2018

### **WINE & SPIRITS EDUCATION TRUST**

**Level 3 Advanced**, January 2015

### **Napa Valley Wine Academy (Tim Hanni, MW)**

Business of Wine Course certificate of completion, December 2016

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## INDUSTRY EXPERIENCE

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**Sommelier**, Forestville, CA

August 2018 – September 2020

*The Farmhouse Inn*

- Floor Sommelier for dinner service in Michelin Star restaurant ➤ Wine pairing and purchasing
- Host Sommelier led tasting excursions for hotel guests ➤ Inventory ➤ Opening and closing ➤ Host private dinners ➤ Staff Training

**Brand Ambassador**, Calistoga, CA

October 2016- January 2018

*Davis Estates*

- International Brand Launch ➤ Top Salesman ➤ Manager on Duty
- Sommelier for events including wine club, media, and private/specialty ➤ Mentor staff
- Collaborate with Executive Chef on events & pairing program ➤ Create protocols for Tasting Room and events

**Tasting Room Supervisor**, Rutherford, CA

October 2013- October 2016

*Inglenook*

- Supervise team of 20 ➤ Top Salesman ➤ Hospitality Design ➤ International Shipping Design
- Open and close ➤ Create daily schedule and lead morning meetings ➤ Conduct staff sales trainings
- Plan wine club events including the Rubicon Retrospective tasting ➤ Host VIP media visits
- Create training manuals and operating procedures for all TR and Reservations positions

**Wine & Marketing Consultant**, Calistoga, CA

July 2013- November 2013

***Up Valley Vintners/Kenefick Ranch Vineyards***

- Design wine flight and tasting menu ➤ Train staff in sales, service, and point of sale
- Manage social media marketing and newsletters

**Sommelier/Restaurant Manager**, Palo Alto, CA

May 2011–June 2013

***Baumé Restaurant***

- Key member of the team that gained and maintained a second Michelin Star
- Wine and beverage buyer ➤ Design wine pairings and wine list for seasonal menu
- Inventory management ➤ Hire and train new staff

**Various Winery and Restaurant Positions**, California

August 2007–May 2011

- Wine educator, cellar worker for 2008 crush, vineyard worker, staff training in all roles
- Sommelier: wine list design, pairings, sales and service training, winemaker dinners, captain server

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**ACADEMIC EXPERIENCE**

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**PhD Candidate, Instructor**, Amherst, MA

July 2023 – Present

***Department of Hospitality and Tourism Management, Isenberg School of Business***

- Conduct research regarding wine tourism & consumer behavior ➤ Instructor for undergrad food service and marketing ➤ Guest lecturer for wine sensory analysis, marketing, and beverage programs

**PhD Student; Research/Teaching Assistant**, Amherst, MA

September 2021 – July 2023

***Department of Hospitality and Tourism Management, Isenberg School of Business***

- Assist with research projects regarding wine marketing ➤ Assist with course delivery ➤ Guest lecturer regarding wine sensory analysis, wine marketing, and beverage programs

**Research Technician**, Rohnert Park, CA

December 2019 – August 2020

***The Wine Business Institute, Sonoma State University***

- Review submissions to the journal ➤ Manage communication to authors, editors, and advisory editors ➤ Provide feedback to journal editors ➤ Create and implement digital marketing strategy
- Market and advise on design of 2020 Wine Business Institute Research Summit ➤ Design, manage, and panelist for author panel for research summit ➤ Create MBA alumni testimonial video series

**Teaching Assistant**, Rohnert Park, CA

January–May 2020, & January–April 2024

***The Wine Business Institute, Sonoma State University***

- Teaching Assistant for Wine Entrepreneurship Certificate course ➤ Coordinate class sessions on Zoom ➤ Manage communications with students ➤ Create and update class materials ➤ Lectures regarding business case studies, market trends & landscape ➤ Provide feedback to students ➤ Assist students with class deliverables

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**RESEARCH**

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**Publications in Peer-Reviewed Journals**

Coyne, M. (2020). Three Sticks Wines: Digital Marketing, Branding, & Hospitality During a Crisis. *Wine Business Journal*, 4(2), <https://doi.org/10.26813/001c.22071>

\*Best Case Award—Special Issue on 'Covid-19 and the Wine Industry'

## Manuscripts in Progress

Coyne, M. Congruence in Wine Consumer Behavior.

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## AWARDS

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### **Isenberg School of Management – University of Massachusetts Amherst**

Fellowship: Outstanding Applicant Award September 2021

### **Sonoma State University**

Dean's List May 2018 – August 2019

*Wine Business Journal*, Best Case Award 2020 October 2020

### **Wine & Spirits Education Trust**

Level 3 Advanced Exam, passed with Distinction January 2015

Diploma D1 Exam (Wine Production), passed with Distinction October 2015

Diploma D2 Exam (Beverage Business), passed with Merit March 2016

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## PROFESSIONAL EXPERIENCE

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**Panelist, 2021 Wine Business Institute Research Summit** July 2021

*Wine Business Journal* Author Panel: *The Grit in the Wine and Innovating to Thrive*

**Featured Sommelier, Wine & Spirits Magazine**, Sonoma, CA October 2019

Article: *Carneros Chardonnay*

**Sommelier Guest, Wine Enthusiast Podcast**, Forestville, CA September 2019

*Diverse Styles of Russian River Pinot Noir*

**Touring Napa Valley Masterclass Presenter**, Beijing & Chengdu, China October 2017

Beijing Fangshan Intl. Wine & Chinese Cuisine Pairing Competition

TianFu Group

**Lecturer – Groupe INSEEC**, San Francisco, CA May 2016

Napa Valley wine history, styles, & market positioning, guided class tasting

**Featured Sommelier & Wine Industry Liaison**, Rutherford, CA August 2015

Napa & Sonoma winery segment for CCTV news, broadcasted to 700 million

**Lecturer – Grape Experience**, Yountville, CA April 2015

Wine & Spirits Education Trust Level III Course

**Wine Tour & Tasting Seminar, Inglenook**, Rutherford, CA March 2014

Instructional seminar and tasting for 64 professionals from Spain, technical presentation in Spanish