MATT COYNE

650-273-2953 | **mmcoyne@umass.edu**

EDUCATION

ISENBERG SCHOOL OF MANAGEMENT – UNIVERSITY OF MASSACHUSETTES AMHERST
PhD Student in Management, September 2021 - current
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

ACADEMIC EXPERIENCE

Research Assistant, Amherst, MA   September 2021 – December 2021
  Department of Hospitality and Tourism Management, Isenberg School of Business
➢Assist with qualitative research regarding the influence of wine labels on the wine purchase decision
➢Literature Review ➢Obtain data with semi-structured interviews ➢Use NVivo to analyze data
   Reference: Linda Lowry (413) 545-4041

Research Technician, Rohnert Park, CA   December 2020 – August 2020
  The Wine Business Institute, Sonoma State University
➢Review submissions to the journal ➢Manage communication to authors, editors, and advisory editors ➢Provide feedback for Editor's Note ➢Create and implement digital marketing strategy ➢Market and advise on design of 2021 Wine Business Institute Research Summit ➢Design, manage, and panelist for author panel for research summit ➢Create MBA alumni testimonial video series
   Reference: Ray Johnson (707) 664-3071

Teaching Assistant, Rohnert Park, CA   January 2020 – May 2020
  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 including syllabus ➢Teach one class regarding business case study: Coyne, M. (2020)➢Provide feedback to students ➢Host Teaching Assistant office hours ➢Create LinkedIn page for alumni network for the course
   Reference: Anisya Fritz: (707) 829-3374

RESEARCH

Publications in Peer-Reviewed Journals
Coyne, M. (2020). Three Sticks Wines: Innovating for resilience in a storm, windows to terroir. *Wine Business Journal, 4*(2), forthcoming.
*Best Case Award—Special Issue on 'Covid-19 and the Wine Industry'

Manuscripts in Progress
Wilson, D., Coyne, M., Fang, F. Francis Ford Coppola winery: Market driving through the Sofia brand.
Coyne, M. Transformational leadership in a crisis.

AWARDS

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, passed with Distinction   October 2015
Diploma D2 Exam, passed with Merit   March 2016

PROFESSIONAL EXPERIENCE

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

INDUSTRY EXPERIENCE

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