



MATTHEW J. ZINSLI
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EDUCATION

- PhD University of Wisconsin–Madison, Sociology & International Development Studies, PhD, *expected 2024*
Dissertation: The science and politics of quality food standards: Global governance, policy diffusion, and the implementation of geographical indications in the Global South
- MS University of Wisconsin–Madison, Sociology, 2020
- MA University of Illinois at Springfield, Environmental Studies, 2013
- BA University of Saint Thomas, English, *magna cum laude*, 2005

ACADEMIC APPOINTMENTS

- 2022-2023 Charles Darwin Foundation, Visiting Scientist
- 2022-2023 Universidad San Francisco de Quito, Visiting Researcher

RESEARCH AND TEACHING INTERESTS

Sociology of Economic Change and Development; Globalization; Science and Technology Studies; Agrofood Studies; Environmental Sociology; Rural Sociology; Qualitative Methods

PUBLICATIONS

Peer-reviewed Journal Articles

- 2023 **Zinsli, Matthew J.** Authorizing the ‘taste of place’ for Galápagos Islands coffee: Scientific knowledge, development politics, and power in geographical indication implementation. *Agriculture and Human Values*, 40(2), 581-597.

Book Reviews

- 2022 Review of *Cultivating knowledge: Biotechnology, sustainability, and the human cost of cotton capitalism in India* by Andrew Flachs (University of Arizona Press, 2019), *Rural Sociology*, 87(1), 332-335.
- 2020 Review of *On the backs of tortoises: Darwin, Galápagos, and the fate of an evolutionary Eden* by Elizabeth Hennessy (Yale University Press, 2019), *Island Studies Journal*, 15(1), 274-276.

Papers in Preparation

- Zinsli, Matthew J., and Samer Alatout. "Taking qualification out of their hands: Coffee knowledge and worldmaking on the Galápagos Islands."
- Villota, Rafael, Matthew J. Zinsli, Mariagiulia Mariani, Claire Delfosse, Juan Carlos Valdivieso, and Maxime Michaud. "The promise of geographical indication as sustainability standard: An analysis of state-directed conservation and rural development policy on the Galápagos Islands."
- Zinsli, Matthew J., and Rafael Villota. "Gastronationalism unveiled: Analyzing patterns of distinctive national product identity construction in Ecuador's geographical indications."
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SELECTED AWARDS AND FELLOWSHIPS

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| 2021 | Fulbright-Hays Doctoral Dissertation Research Abroad Fellowship |
| 2021 | Institute for Regional and International Studies Graduate Student Fieldwork Award |
| 2021 | Department of Community & Environmental Sociology Crowe Scholarship |
| 2020 | College of Agricultural & Life Sciences Henry Steenbock Scholarship |
| 2018 | UW–Madison Graduate School Graduate Student Research Travel Grant |
| 2018 | Center for Latin American, Caribbean, and Iberian Studies Tinker/Nave Research Grant |
| 2018 | College of Agricultural & Life Sciences Ruth and Carl Miller Academic Merit Award |
| 2017 | Foreign Language and Area Studies (FLAS) Summer Fellowship |
| 2016 | Foreign Language and Area Studies (FLAS) Academic Year Fellowship |
| 2015 | UW–Madison University Fellowship |
| 2015 | UW–Madison/Mellon Foundation Area and International Studies Research Fellowship |
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SELECTED CONFERENCE PRESENTATIONS

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| 2023 | "National food heritage policy and transnational authority: reproducing the hegemony of origin food schemes through expert discourses." Society for the Study of Social Problems, Philadelphia, Pennsylvania. |
| 2023 | "National food heritage policy and transnational authority: reproducing the hegemony of origin food schemes through expert discourses." Society for the Advancement of Socio-Economics, Rio de Janeiro, Brazil. |
| 2023 | "National food heritage policy and transnational authority: reproducing the hegemony of origin food schemes through expert discourses." European Society for Rural Sociology, Rennes, France. |

- 2022 “Co-producing terroir and sustainable agriculture on the Galápagos Islands: Knowledge, power, and conservation discourse in the implementation of a coffee geographical indication.” Worldwide Perspectives on Geographical Indications, Montpellier, France.
- 2022 “Co-producing terroir and sustainable agriculture on the Galápagos Islands: Knowledge, power, and conservation discourse in the implementation of a coffee geographical indication.” Latin American Studies Association, Challenges and Opportunities for Sustainable Agriculture, virtual.
- 2021 “The co-production of ‘sustainability’: Coffee, eco-tourism, and environmental relations on the Galápagos Islands.” Society for the Study of Social Problems, Theorizing Environment and Society in the Anthropocene, virtual.
- 2019 “‘They take the fame but not the coffee’: Producer experiences of a weak geographical indications system in the *Café de Galápagos* case.” Sociology of Development, Agriculture and Inequality, Notre Dame, Indiana.

AFFILIATIONS

Graduate Associate, UW–Madison Center for Culture, History, and the Environment (CHE)
 Environmental Politics Lab, Department of Community & Environmental Sociology
 Wisconsin Collective for Ethnographic Research
 American Sociological Association (Development; Science, Knowledge, and Technology)
 Society for the Study of Social Problems (Global; Environment and Technology)
 Society for Social Studies of Science
 Rural Sociological Society
 Latin American Studies Association
 European Society for Rural Sociology
 Society for the Advancement of Socio-Economics
 Phi Kappa Phi Honor Society

TEACHING EXPERIENCE

Graduate Student Teaching Assistant

2021 Sociology 357, Methods of Sociological Inquiry, UW–Madison (taught by Chaeyoon Lim)

Scientific methods in the study of society; procedures for testing sociological theory: problem definition, hypothesis construction, collection and evaluation of data. Practical experience conducting small research projects.

2020 Sociology 360, Statistics for Sociologists I, UW–Madison (taught by Leafia Ye)
Presentation of sociological data; descriptive statistics; probability theory and statistical inference; estimation and tests of hypotheses; regression and correlation and the analysis of contingency tables.

International K-12 Educator

2009-2014 Grades 6-11 English, grammar, literature, science, Escuela Bilingüe Honduras, Comayagua, Honduras

2008-2009 Grades 1-3 English, Anuban Phranakhon Si Ayutthaya, Ayutthaya, Thailand

Mentorship

2017-2018 Alumni Mentor, Student-Alumni Mentoring Program

RESEARCH EXPERIENCE

2019-2020 State Research Assistant with Samer Alatout, Department of Community & Environmental Sociology, UW–Madison

Independent reading and writing in science and technology studies; production of article integrating interview and documentary data I gathered in Ecuador, developing analytical framework exploring ontologies of coffee and conservation on the Galápagos Islands.

2013 Agriculture Research Intern, Runa Foundation, Ecuador

Collaborative and independent research projects exploring the cultivation and commercialization of Ilex guayusa, a native rainforest plant cultivated by Kichwa populations in Ecuador's lowland Amazonian provinces. Contributed to grant proposal for research on control of cacao pathogens.

OTHER PROFESSIONAL EXPERIENCE

Writing and Editing

2021-2022 Outreach Coordinator, Internet Scout Research Group, UW–Madison

Administrative

2016-2019 Professional Development in Higher Education Project Assistant, UW–Madison Graduate School Office of Professional Development and Communication

2014-2015 English Staff Coordinator, Escuela Bilingüe Honduras, Comayagua, Honduras

Consulting

2019-2021 Project Development Committee, Camillian Disaster Service USA, Wauwatosa, Wisconsin

2018 Copywriting and Instructional Design Consultant, Beyond the Tenure Track, New Brunswick, New Jersey

SERVICE

Discipline

- 2022 Peer reviewer, *Agriculture and Human Values*
- 2022 Panel session discussant, Chicago Ethnography Conference
- 2022 Organizer, Comparative Analysis of Poverty and Inequality Panel, Society for the Study of Social Problems Annual Meeting
- 2020-2022 Chicago Ethnography Conference Organizing Committee
- 2019-2021 Listserv manager, Rural Sociological Society

Department

- 2020-2021 Graduate Program Committee
- 2020-2021 Graduate student mentor
- 2019-2021 Chair, Sociology Graduate Student Association Professional Development Committee
- 2020 Proseminar panelist
- 2020 McBurney Disability Resource Center proctor

University and Community

- 2020 New Graduate Student Welcome panelist
- 2017-2018 Moderator, Undergraduate Research Symposium
- 2016-2017 University Academic Planning Council
- 2016 Spanish language tutor, Greater University Tutoring Service
- 2015-2016 Registration and food pantry host, Badger Prairie Needs Network

LANGUAGE AND SKILLS

Languages

Spanish: professional fluency (UW–Madison Business Spanish Certificate)

French: professional fluency

Kichwa (Ecuadorian Quechua): basic competency

Data Analysis Software

MaxQDA, Stata, SPSS, Microsoft Excel, Qualtrics