

CURRICULUM VITAE

Robin Goldstein

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EDUCATION

- 2002 Juris Doctor (J.D.) *Yale Law School*, New Haven, CT, focus on law and economics, antitrust, and intellectual property, cross-registered at the *Yale School of Management* for finance courses
- 1998 Bachelor of Arts (A.B.) “magna cum laude,” *Harvard University*, Cambridge, MA, major in neuroscience and philosophy
- 2008 WSET Level 3 advanced wine & spirits certificate
International Wine Center, New York, NY
- 2004 Certificate in Cooking, *French Culinary Institute*, New York, NY

EMPLOYMENT HISTORY

Full Time

- 2014-present Principal Economic Counselor, *University of California Agricultural Issues Center* (law and economics research faculty position); Research Fellow, *Robert Mondavi Institute Center for Wine Economics*, UC Davis
- 2015 Adjunct Professor of Law, *University of the Pacific*, McGeorge School of Law, Sacramento, CA
- 2010-2011 *University of California at Berkeley*, Visiting Scholar, Department of Economics (adviser: Prof. David Card)
- 2005-2013 Founder and Publisher, *Fearless Critic Media*, New York, NY and Oakland, CA (independent food and wine book imprint acquired by Workman Publishing in 2008)
- 2004 Associate, *McKinsey & Company*, New York, NY, Media Group

- 2001 Summer Associate, *McKinsey & Company*, New York, NY, Media Group
- 2001 Summer Associate, *Allen & Overy LLP*, London, International Capital Markets, US Law Group
- 2000 Summer Associate, *Dewey Ballantine LLP*, New York, NY, Intellectual Property Group

Other Positions Held

- 2015-present Ongoing US-China cross-border economic consulting work:
- Economic Adviser to CEO of Xiamen Air, a SkyTeam partner
 - Tourism & Development Adviser to local government of Kulangsu Island, China’s 2017 nominee for UNESCO World Cultural Heritage Site status
 - Economic Adviser to CEO of American Football League of China
- 2009-2011 New York Times “Freakonomics” blog, Contributor
- 2001-2002 Yale Law & Technology Society, Yale Law School, President
- 2009-2011 *Yale Journal of International Law*, Editor
- 1995-2008 Travel guidebook writer, *Fodor’s Travel Guides* (Random House), *Concierge.com* (Condé Nast), *Let’s Go* Italy, Spain, Mexico, Ecuador, El Salvador, Argentina, Chile, Thailand, and Hong Kong.

AWARDS, DISTINCTIONS, AND MEMBERSHIPS

- 2013-present Fellow, US-China Young Leaders’ Forum (diplomatic program of the National Committee on US-China Relations)
- 2013-present Fellow, American Association of Wine Economists (AAWE)
- 2004 Winner, Yale Entrepreneurial Society “Y50K” business plan competition
- 2002 Admitted to Massachusetts Bar (current member as well)
- 1997 Phi Beta Kappa, Harvard College, 1997, one of 24 members in class of 1,600 elected to PBK as a junior

PUBLICATIONS

ARTICLES IN REFEREED JOURNALS

- 1) Catapano, R., Buttrick, N., Widness, J., Goldstein, R., and Santos, L.R., (2014). Capuchin Monkeys Do Not Show Human-Like Pricing Effects. *Frontiers in Decision Neuroscience*, 5(1330).
- 2) Bohannon, J., Goldstein, R., and Herschkowitsch, A. (2010). Can People Distinguish Pâté from Dog Food? *Chance*, 23(2), 43–46.
- 3) Goldstein, R. (2010). Book review, *Parker's Wine Bargains*, by Robert M. Parker, Jr. *Journal of Wine Economics*, 5(1), 209–216.
- 4) Goldstein, R., Almenberg, J., Dreber, A., Emerson, J., and Herschkowitsch, A. (2008). Do More Expensive Wines Taste Better? Evidence From A Large Sample of Blind Tastings. *Journal of Wine Economics*, 3(2), 1–9. (132 Google Scholar citations.)
- 5) Goldstein, R. (2000). Book review, *Trademark Counterfeiting, Product Piracy, and the Billion-Dollar Threat to the US Economy*, by Paul Paradise. *Yale Journal of International Law* 25(2), 563–567.
- 6) Goldstein, R. (1997). Machine Analogies and Categories of Consciousness. *Harvard Brain* 3(1), 19–26.

OTHER ARTICLES, BOOK CHAPTERS, WORKING PAPERS

- 1) Goldstein, R. (2016). Why You Don't Need Fish Oil Supplements. *Men's Health*, April 20, 2016.
- 2) Almenberg, J., Dreber, A., and Goldstein, R. (2014). Hide the Label, Hide the Difference? *American Association of Wine Economics Working Paper* #165.
- 3) Bohannon, J., Goldstein, R., and Herschkowitsch, A. (2009). Can People Distinguish Pâté from Dog Food? *American Association of Wine Economics Working Paper* #36.
- 4) Goldstein, R., Almenberg, J., Dreber, A., Emerson, J., and Herschkowitsch, A. (2008). Do More Expensive Wines Taste Better? Evidence From A Large Sample of Blind Tastings. *American Association of Wine Economics Working Paper* #16.

IN PREPARATION

- 1) Alston, J., Gaeta, D., and Goldstein, R., Eds. *The Economics of Luxury Wine*. Textbook under contract with Harcourt Brace (Macmillan).
- 2) Goldstein, R. Do Premium and Generic Consumer Prices Diverge? Evidence from the Wine, Beer, and Marijuana Industries.
- 3) Ashenfelter, O., Riddell, C., and Goldstein, R., Do Expert Ratings Measure Quality? The Case of Restaurant Wine Awards.
Goldstein, R. Price-Quality Inversion? An Examination of Sub-Segments in Saturated Consumer Goods Markets.
- 4) Ariely, D., Goldstein, R., and Norton, M., Do Wine Experts Taste Better? Evidence From A Wine Store Field Experiment.
- 5) Ariely, D., Goldstein, R., and Norton, M., Does French Taste Better? Language Cues in Wine Tasting Evaluations.
- 6) Goldstein, R. and Fuentes, M. Lovers, Haters, and Snobs: J-Curvature and Expert Effects in Star Ratings.

PROCEEDINGS AND PRESENTATIONS (selected)

International Consortium on Applied Bioeconomy Research, Berkeley, CA, July 2017. “A Selective History of Muckraking from 1906 to Today.”

American Association of Wine Economists, Padova, Italy, June 2017. “Do Premium and Generic Consumer Prices Diverge? Evidence from the Wine and Marijuana Industries.”

American Agricultural and Applied Economics Association, Chicago, IL, July 2017. “The Economics of Cannabis in California.” Panel presentation.

American Agricultural and Applied Economics Association, Chicago, IL, July 2017. “Wine vs. Beer: An Economic Showdown.” Panel presentation.

Beeronomics, Copenhagen, Denmark, June 2017. “Do Premium and Generic Consumer Prices Diverge? Evidence from the Wine, Beer, and Marijuana Industries.”

Beeronomics, Seattle, WA, 2015. “Hide the Label, Hide the Difference?” Joint work with Johan Almenberg and Anna Dreber.

American Association of Wine Economists, Mendoza, Argentina, May 2015. “Price-Quality Inversion: Unexpected effects of information signals on consumer experience in wine, beer, and other hedonic product markets.”

University of Bordeaux, Department of Economics, Laboratory of Analysis and Research in Economics and International Finance, April 2015. “The Inferiority Premium: Evidence for Price-Quality Inversion in Consumer Markets.”

American Association of Wine Economists, Walla Walla, WA, June 2014. “Do More Expensive Things Taste Worse? Some Working Economic Hypotheses on Snobbery.”

American Association of Wine Economists, Stellenbosch, South Africa, June 2013. “Combining the Love and the Hate: Hedonic Asymmetries in Wine Rating Scales.”

Eastern Economic Association, New York, NY, May 2013. “The Benefits of Being Tipsy: Behavior Under the Influence of Moderate Amounts of Alcohol.”

Roosevelt University, Chicago, IL, April 2013. “Doctors of Strange Love: Deliberate Disutility in Markets for Beer, Food, and Medical Marijuana.”

Enometrics XIX, Vineyard Data Quantification Society and European Association of Food Economists, Coimbra, Portugal, May 2012. “Strange Brew: European Lagers Not So Distinct?” Joint work with Johan Almenberg, Seamus Campbell, Anna Dreber, and Alexis Herschkowitsch.

Association for Private Enterprise Education, Las Vegas, Nevada, March 2012. “Can Americans distinguish between different brands of European pale lager beer?” Joint work with Johan Almenberg, Seamus Campbell, Anna Dreber, and Alexis Herschkowitsch.

International Food Bloggers Conference (IFBC), Santa Monica, CA, November 2011. “Blogging Your Values: Panel Discussion.” With Barnaby Dorfman, Dianne Jacob, and Linda Miller Nicholson.

International Food Bloggers Conference (IFBC), New Orleans, LA, August 2011. “Ethics and Values In Food Blogging.”

American Association of Wine Economists, Bolzano, Italy, June 2011. “Do Expert Ratings Measure Quality? The Case of Restaurant Wine Awards.” Joint work with Orley Ashenfelter and Craig Riddell.

Keynote address, Healthy Menus R&D Collaborative, The Culinary Institute of America at Greystone, St. Helena, CA, June 2011. “Behavioral Economics: How Expectations, From Pricing to Health Messaging, Influence Consumer Food and Drink Decisions.”

FENAVIN, Spanish national wine fair, Ciudad Real, Spain, May 2011. “Critiquing the Critics.”

Fifth Nordic Behavioral and Experimental Economics Conference, Helsinki, Finland, November 2010. “Modeling the Nocebo Effect: Some Early Experimental Evidence for Negative Price Signals in Blind Tastings.”

International Food Bloggers Conference (IFBC), Seattle, WA, August 2010. “The Law and Ethics of Food Blogging.”

Federal Reserve Bank, San Francisco, CA, July 2010. “Do Expert Ratings Measure Quality? The Case of Restaurant Wine Awards.” Presented by Orley Ashenfelter; joint work with Craig Riddell.

American Association of Wine Economists, Davis, CA, June 2010. “Do Expert Ratings Measure Quality? The Case of Restaurant Wine Awards.” Presented by Orley Ashenfelter; joint work with Craig Riddell.

American Association of Wine Economists, Davis, CA, June 2010. “Can People Tell the Difference Between Brands of European Pale Lager Beer?” Joint work with Johan Almenberg, Seamus Campbell, and Alexis Herschkowitsch.

American Association of Wine Economists, Davis, CA, June 2010. Plenary panel on wine competitions and judging. With Orley Ashenfelter, Robert Hodgson, George Taber, and “Pooch” Pucilowski.

University of Houston Alumni Association, Houston, TX, May 2010. “Placebo Effects and the Neuroscience of Food and Wine Tasting.”

Authors Weekend, Fairmont Hotel, Scottsdale, AZ, February 2010. “How the Brain Fools the Palate: Lessons From Blind Tasting.” With chefs Michael Mina, Michelle Bernstein, Bobby and Jamie Deen, and wine author Karen MacNeil.

Yale Entrepreneurial Institute, New Haven, CT, July 2009. *Entrepreneurs & Innovators Series*. "The Fearless Critic: Guerrilla Marketing, Entrepreneurship, and Consumer Advocacy."

American Association of Wine Economists, Reims, France, June 2009. "Can People Tell the Difference Between Dog Food and Pâté?" Joint work with John Bohannon and Alexis Herschkowitsch.

FENAVIN, Spanish national wine fair, Ciudad Real, Spain, May 2009. "Blind Tasting and the Honest Wine Movement."

Junior League of Milwaukee, Milwaukee, WI, February 2009. "The Wine Trials." With Alexis Herschkowitsch.

Catavino, Madrid, Spain, November 2008. "The Wine Trials."

American Association of Wine Economists, Portland, OR, August 2008. "Do More Expensive Wines Taste Better? Evidence From A Large Sample of Blind Tastings." Presented with Johan Almenberg; joint work with Anna Dreber, Jay Emerson, Alexis Herschkowitsch, and Jake Katz.

Muhlenberg College, Allentown, PA, 2004. "Food Criticism: Ethical, Financial, and Logistical Challenges." With Clare Murumba.

Università degli Studi di Roma (La Sapienza), Rome, Italy, March 2001. "Antitrust and Innovation in the US: The Case of Microsoft."

LUISS Guido Carli University, Rome, Italy, March 2001. "The Law and Economics of the Microsoft Antitrust Case." With Valerio De Luca and Ernest Miller.

Brain and Self Workshop, Elsinore, Denmark, 1997. "Animal Cognition and Consciousness: Defining The Terms."

PUBLISHED BOOKS (as lead author or co-author)

Goldstein, Robin. *Blind Taste: A Defense of Fast Food & Cheap Beer*. Chicago: IPG (2015).

Goldstein, Robin, with Alexis Herschkowitsch and Tyce Walters. *The Wine Trials 2011*. New York: Workman (2010).

Campbell, Seamus, and Robin Goldstein. *The Beer Trials*. New York: Workman (2010).

Goldstein, Robin, with Alexis Herschkowitsch. *The Wine Trials 2010*. New York: Workman (2009).

Goldstein, Robin, with Clare Murumba et al. *Fearless Critic New Haven Restaurant Guide*, 3rd Ed. New York: Workman (2009).

Goldstein, Robin, Dahlman, Christina, Chiou, Justine, TK, and Sandra TK. *Fearless Critic Washington DC Area Restaurant Guide*. New York: Workman (2009).

Goldstein, Robin, Markovits, Rebecca, and Monika Powe Nelson. *Fearless Critic Austin Restaurant Guide*, 2nd Ed. Austin: Fearless Critic Media (2008).

Goldstein, Robin. *The Wine Trials*. New York: Workman (2008).

Goldstein, Robin, Duffy, Sean, and Justin Yu. *Fearless Critic Houston Restaurant Guide*. Austin: Fearless Critic Media (2007).

Goldstein, Robin, Markovits, Rebecca, and Monika Powe Nelson. *Fearless Critic Austin Restaurant Guide*. New Haven: Off the Map Press (2006).

Goldstein, Robin, with Clare Murumba. *The Menu: New Haven Restaurant Guide*, 2nd Ed. New Haven: Off the Map Press (2005).

Goldstein, Robin, and Clare Murumba. *The Menu: Northampton, Amherst, and the Five-College Area Restaurant Guide* (2004). New Haven: Off the Map Press.

Goldstein, Robin, and Clare Murumba. *The Menu: New Haven Restaurant Guide*. New Haven: Off the Map Press (2003).

PUBLISHED BOOKS (as editor-in-chief)

Goldstein, Robin (Ed.). *Fearless Critic Austin Restaurant Guide*, 4th Ed. New York: Workman (2011).

Goldstein, Robin (Ed.). *Fearless Critic Dallas Restaurant Guide*, 1st Ed. New York: Workman (2011).

Goldstein, Robin (Ed.). *Fearless Critic Houston Restaurant Guide*, 3rd Ed. New York: Workman (2011).

Goldstein, Robin (Ed.). *Fearless Critic San Antonio Restaurant Guide*, 1st Ed. New York: Workman (2011).

Goldstein, Robin (Ed.). *Fearless Critic Austin Restaurant Guide*, 3rd Ed. New York: Workman (2010).

Goldstein, Robin (Ed.). *Fearless Critic Seattle Area Restaurant Guide*, 1st Ed. New York: Workman (2010).

Goldstein, Robin (Ed.). *Fearless Critic Houston Restaurant Guide*, 2nd Ed. New York: Workman (2009).

Goldstein, Robin (Ed.). *Fearless Critic Portland Area Restaurant Guide*, 1st Ed. New York: Workman (2009).

Goldstein, Robin (Ed.). *Let's Go: Mexico 1998*. New York: St. Martin's Press (1997).

PUBLISHED BOOKS (as contributing writer)

Catton, Pia, and Califia Suntree (Eds.). *Be Thrifty: How to Live Better with Less* (2010). New York: Workman.

Bluestone, Carissa, et al. (Eds.). *Fodor's Mexico 2010*. New York: Random House (2009).

Johansen, Heidi, et al. (Eds.). *Fodor's Thailand 2010*. New York: Random House (2009).

Bluestone, Carissa, et al. (Eds.). *Fodor's Central America 2009*. New York: Random House (2008).

Bluestone, Carissa, et al. (Eds.). *Fodor's Mexico 2009*. New York: Random House (2008).

Kidder, Laura, et al. (Eds.). *Fodor's Hong Kong 2009*. New York: Random House (2008).

Lombardi, Matthew, et al. (Eds.). *Fodor's Italy 2009*. New York: Random House (2008).

Bluestone, Carissa, et al. (Eds.). *Fodor's Mexico 2008*. New York: Random House (2007).

Gold, Sarah, et al. (Eds.). *Fodor's Thailand 2008*. New York: Random House (2007).

Lombardi, Matthew, et al. (Eds.). *Fodor's Italy 2008*. New York: Random House (2007).

Bluestone, Carissa, et al. (Eds.). Fodor's Mexico 2007. New York: Random House (2006).

Gold, Sarah, et al. (Eds.). Fodor's Hong Kong 2007. New York: Random House (2006).

Lombardi, Matthew, et al. (Eds.). Fodor's Italy 2007. New York: Random House (2006).

Lombardi, Matthew, et al. (Eds.). Fodor's Venice 2007. New York: Random House (2006).

Lombardi, Matthew, et al. (Eds.). Fodor's Rome 2007. New York: Random House (2006).

Kidder, Laura, et al. (Eds.). Fodor's Argentina 2007. New York: Random House (2006).

Kidder, Laura, et al. (Eds.). Fodor's Buenos Aires 2007. New York: Random House (2006).

Kidder, Laura, et al. (Eds.). Fodor's Chile 2007. New York: Random House (2006).

Kidder, Laura, et al. (Eds.). Fodor's Argentina 2006. New York: Random House (2005).

Lombardi, Matthew, et al. (Eds.). Fodor's Italy 2006. New York: Random House (2005).

Lombardi, Matthew, et al. (Eds.). Fodor's Northern Italy 2006. New York: Random House (2005).

Lombardi, Matthew, et al. (Eds.). Fodor's Rome 2006. New York: Random House (2005).

Lombardi, Matthew, et al. (Eds.). Fodor's Italy 2005. New York: Random House (2004).

Lombardi, Matthew, et al. (Eds.). Fodor's Italy 2004. New York: Random House (2003).

Lombardi, Matthew, et al. (Eds.). Fodor's Italy 2003. New York: Random House (2002).

Lombardi, Matthew, et al. (Eds.). Fodor's Italy 2002. New York: Random House (2001).

Rockwood, Caragh, et al. (Eds.). Fodor's Italy 2001. New York: Random House (2000).

Rockwood, Caragh, et al. (Eds.). Fodor's Italy 2000. New York: Random House (1999).

Rockwood, Caragh, et al. (Eds.). UpClose Italy 2000. New York: Random House (1999).

Schneider, Elena (Ed.). Let's Go: Spain and Portugal 1999. New York: St. Martin's Press (1998).

Weiss, Taya et al. (Eds.). The Unofficial Guide to Life at Harvard 1999. Cambridge, MA: Harvard Student Agencies Press (1998).

Bergan, Nikia (Ed.). Let's Go: Central America 1998. New York: St. Martin's Press (1997).

Beidler, Francis (Ed.). Let's Go: USA 1998. New York: St. Martin's Press (1997).

Portnoy, Anna (Ed.). Let's Go: California 1998. New York: St. Martin's Press (1997).

Valtz, Valerie, et al. (Eds.). The Unofficial Guide to Life at Harvard 1998. Cambridge, MA: Harvard Student Agencies Press (1997).

Unterman, Kate (Ed.). Let's Go: Ecuador and the Galápagos Islands 1997. New York: St. Martin's Press (1996).

Rathod, Jayesh (Ed.). Let's Go: Mexico 1996. New York: St. Martin's Press (1995).

TV AND RADIO APPEARANCES (selected)

CBC (Canadian national radio), Eat Street (The Food Network, national), ESPN Radio, Freakonomics Radio (NPR, national), Good Morning Connecticut (WTNH, ABC TV, New Haven, CT), KGW (NBC TV, Portland, OR), KINK TV (Portland, OR), KOIN TV (Portland, OR), KPTV (FOX TV, Portland, OR), KXAN (ABC TV, Austin, TX), KTBC (FOX TV, Austin, TX), The Leonard Lopate Show (WNYC radio, NPR, New York), Martha Stewart Radio (national), Marketplace (NPR, national), New England Cable News, News 8 (Austin, TX), Rai Uno (Italian national TV), The Splendid Table (NPR, national), WKUT radio (NPR, Austin), WTIC (FOX TV, Hartford, CT). Work discussed on *Colbert Report* (national).

MEDIA PROFILES AND ARTICLES (selected)

North America

Books: profiled extensively in Stephen Dubner and Steven Levitt, *Think Like a Freak* (William Morrow, 2014); Chris Berdik, *Mind over Mind: The Surprising Power of Expectations* (Penguin, 2012); and George Taber, *A Toast to Bargain Wines: How Innovators, Iconoclasts, and Winemaking Revolutionaries Are Changing the Way the World Drinks* (Simon & Schuster, 2011).

Newspapers and magazines: Atlanta Journal-Constitution, The Atlantic, Austin American-Statesman, Austin Chronicle, Austin Magazine, Boston Globe, BusinessWeek, Calgary Herald, California magazine, Charlotte Observer, Chicago Tribune, D Magazine, Dallas Morning News, El Mundo, Florida Times-Union, Fort Worth Star-Telegram, Houston Chronicle, Houston Press, Los Angeles Times, New Haven Advocate, New Haven Register, New York magazine, New York Daily News, New York Post, New York Times, Newsweek, Oregonian, Pittsburgh Post-Gazette, Portland Mercury, Reuters, Sacramento Bee, San Antonio Current, San Francisco Chronicle, USA Today, Wine Business, Wine Connoisseur, Yale Daily News

Asia/Pacific

The Age (Australia), Bangkok Post (Thailand), Esc Magazine (Korea), Medical Today (Korea), Sina (China), WineChina (China).

Western Europe

ABC de Sevilla (Spain), Benzina (Spain), BK Wine Magazine (Sweden), Borsa (Hungary), Dagens Næringsliv (Norway), Der Spiegel (Germany), Dnes (Czech Republic), E24 (Sweden), El Correo Gallego (Spain), El País (Spain), El Singular (Spain), Gastronomía y Cía (Spain), The Guardian (UK), The Independent (UK), International Herald-Tribune (France), L'Absurd Diari (Spain), La Gazzetta del Sud (Italy), La Cerca (Spain), La Repubblica (Italy), Marketing de Vinhos (Portugal), Matgalen (Sweden), Restauratören (Sweden), Reuters UK, Scotsman (Scotland), Ta Néa (Greece), 394 Catalunya (Spain), The Times of London (UK), Verdens Gang (Norway), Vertaa (Finland), Vino Gallego (Spain).

Latin America

Bolsa de Mulher (Brazil), El Clarín (Argentina), El Universo (Ecuador), La Nación (Argentina), Playboy (Brazil), Reuters América Latina, Terra (Mexico).

Middle East

Marker (Israel), Vatan (Turkey).