

## **TRENT PRESZLER**

Professor of Practice in Management and Organizations  
Cornell University / SC Johnson College of Business  
Charles H. Dyson School of Applied Economics and Management  
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*TLP24@cornell.edu*

### **EDUCATION**

#### **Cornell University — Ph.D. in Horticultural Biology (2012)**

Dissertation Papers:

- Preszler, T., T.M. Schmidt, and J.E. Vanden Heuvel. 2010. Establishing a model for economically sustainable cluster-thinning practices. *American Journal of Enology and Viticulture* 61:140-146.
- Preszler, T., T.M. Schmidt, and J.E. Vanden Heuvel. 2013. Cluster thinning reduces the economic sustainability of Riesling production. *American Journal of Enology and Viticulture* 64:3.

Teaching: Freshman Writing Seminar, *Wine Culture*

Award: Teaching Fellow, John S. Knight Institute for Writing in the Disciplines

#### **Cornell University — M.S. in Agricultural Economics (2002)**

Thesis: Modeling Perceptions of New York Wine in New York City

Awards: Best M.S. thesis in the graduate field of Agricultural Economics (2002)  
Best Graduate Teaching Assistant in same (2002)

#### **The University of Edinburgh (Scotland) — Postgraduate Diploma in Botany (1999)**

Joint teaching and research program with the Royal Botanic Garden Edinburgh

Award: Rotary Scholar

#### **Iowa State University — B.S. in Interdisciplinary Studies (1998)**

Thesis: Rosenthal, J. P. and T. Preszler. 2002. Biodiversity in Biomedical Research.

*In: Aguirre, A. A., R. S. Ostfeld, G. M. Tabor, C. House and M. C. Pearl (eds.).*

*Conservation Medicine: Ecological Health in Practice.* Oxford University Press.

Awards: Udall Scholar

Truman Scholar, National Finalist

Delivered the student commencement address

*Phi Beta Kappa*

### **EMPLOYMENT HISTORY**

#### **Cornell University — Visiting Professor of Practice (2022-2023)**

**Professor of Practice (2023-present)**

**Faculty Fellow for Inclusive Excellence**

Tasked with developing new undergraduate courses in the Grand Challenges Program that address global issues of sustainability and inequality in business.

### Courses taught in Applied Economics and Management at Cornell, 2022-2024:

- ***AEM 1101, Design Your Dyson:*** A sequence of team workshops help students build a design thinking toolkit to enhance their problem-solving skills and prepare them for a life of scholarship and leadership. Our guest speaker series presents 10-15 seminars and inspiring guest lectures by prominent business executives, entrepreneurs, social activists, authors, policymakers, and professors—all to imprint on students the characteristics of successful business acumen. Discussions related to the U.N. Sustainable Development Goals challenge students to think critically about the Dyson motto: our business is a better world. Fulfills the college's sustainability requirement.
- ***AEM 2815, Forest Bioeconomy (Writing):*** This course examines society's economic demand for wood-based forest products and the challenges of making those products in environmentally and socially responsible ways. We focus on large-scale planted and wild forests for fiber and wood products viewed in the context of (1) climate change mitigation, and (2) strategic business innovation in the sustainable bioeconomy. Fulfills the college's writing requirement.
- ***AEM 2816, Climate-Smart Agribusiness (Writing):*** We explore strategic business innovations in climate-smart agriculture, centered on the challenge of transforming global food systems with low carbon land-use practices. Students use insights from economics to analyze the environmental impacts of farming and identify opportunities for transformative actions in agribusiness management for crops, livestock, and fisheries. Fulfills the college's writing requirement.
- ***AEM 3600, South Africa Impact Learning Field Study (Project):*** Dyson students attend a half-semester pre-course to prepare for this learning expedition to South Africa over winter break. The course leverages experiences around social and economic diversity, complexity, and uncertainty. Targeted in-country site visits focusing on culture and history shed light on some of the unique social elements that not only weigh heavily on South African identity, but also provide strength and substantial opportunity for growth. By visiting corporations and small businesses in Johannesburg, students work in real time with social entrepreneurs to solve pressing business and societal challenges. At the conclusion of their projects, students present their findings to the social entrepreneurs and clients. Fulfills the college's senior project requirement.
- ***AEM 4940, Outdoor Recreation Economy (Project):*** Students manage a team-based, community-engaged learning project with a business or nonprofit client in the local outdoor recreation sector (e.g., Finger Lakes Boating Museum, History Center in Tompkins County, Pickleball Mania, and Greater Ithaca Activities Center). We examine how the outdoor recreation economy improves (or degrades) equity, inclusion, justice, quality of life, economic revitalization, and diversification in communities. Students address the Nature Inequality Gap by promoting equitable access to waterways and parks, reframing how businesses engage the public in outdoor recreation, and stimulating regional economic development. Fulfills the college's senior project requirement.

### **HarperCollins Publishers — Author of *Little and Often: A Memoir* (2021)**

- Amazon: #1 on bestsellers list in June 2021
- Audible: Audiobook narrated by Golden Globe Award-winning actor Matt Bomer
- USA Today: Four-star (out of four) review and 2021 Best Book of the Year. “A profound father-son odyssey, resonating with Robert Pirsig’s classic *Zen and the Art of Motorcycle Maintenance*.”
- Elizabeth Gilbert (author of *Eat, Pray, Love*): “A beautiful memoir of grief, love, the shattered bond between a father and son, and the resurrection of a broken heart. Powerful and deeply moving.”
- Kirkus: Starred review. “Woodworking meets bridge-building, and sorrow meets understanding in this impeccably written, loving memoir.”
- CBS Sunday Morning: [Building a Canoe, and Ties to his Late Father](#)

### **Bedell Cellars — Chief Executive Officer (2003-2022)**

Started in an entry-level sales job and eventually became partner and CEO, leading a team of 80 employees with a distribution network in 10 states. Founded in 1980, Bedell Cellars is a quality leader in the eastern wine industry, with 100 acres of certified sustainable vineyards on the North Fork of Long Island. Bedell Merlot was the official red wine of President Barack Obama’s 2013 Inaugural Luncheon.

### **Preszler Woodshop — Founder (2014-2022)**

Built the world’s most expensive and luxurious canoes, selling for \$100,000 each and featured in *The Wall Street Journal Magazine*, *The New York Times*, *Robb Report*, *Town & Country*, *Esquire*, *Financial Times*, *OUT*, *Mr. Porter*, *Ralph Lauren Magazine*

### **Long Island Sustainable Winegrowing — Co-Founder (2012-2022)**

### **New York Wine and Grape Foundation — Chairman of the Board (2014-2017)**

### **Wine America (Washington, D.C.) — Chairman of the Board (2014-2017)**

### **Council for Agricultural Science and Technology (Washington, D.C.) — Intern (1999)**

### **The White House Office of Science & Technology Policy (D.C.) — Intern (1998)**

### **National Institutes of Health (Bethesda, MD) — Intern (1997)**

## **PERSONAL**

I grew up on a cattle ranch in South Dakota and attended a one-room schoolhouse on the Standing Rock Sioux Reservation. (I am not indigenous.) A documentary about my life, titled “Winemaker and Boatbuilder,” won the 2017 New York Emmy Award for Best Lifestyle Program. My Instagram feed, [@preszlerwoodshop](#), has 174,000 followers and my social media posts were viewed 48 million times in 2021. My second book, *Evergreen*, will be published by Hachette in 2025. I am a gay man with pronouns he/him.