

TRENT PRESZLER

January 2025

Cornell University

SC Johnson College of Business

Dyson School of Applied Economics and Management

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[Cornell faculty website](#)

EXPERIENCE

Professor of Practice, Cornell University, 2022-present

Winner of the 2024 Dean's Distinguished Award for Societal Impact in Teaching

Broad undergraduate teaching program on agroforestry, farm and agribusiness management, sustainable business, environmental economics, rural livelihoods and biological resources, food systems and poverty reduction, agricultural development, sustainability, climate-smart agriculture, social impact consulting, and writing. Course descriptions as follows:

- **AEM 1101, Design Your Dyson:** Introduction to the role of businesses in supporting progress towards the U.N. Sustainable Development Goals. Required for all first-year undergraduate business majors. Fulfills the college's sustainability requirement.
- **AEM 2815, Forest Bioeconomy:** Examines society's economic demand for wood-based forest products and the challenges of making those products in environmentally and socially responsible ways. Fulfills the college's sophomore writing requirement.
- **AEM 2816, Climate-Smart Agribusiness:** Explores strategic business innovations in climate-smart agriculture and the challenge of transforming global food systems with low carbon land-use practices. Fulfills the college's sophomore writing requirement.
- **AEM 4001, Social Impact Consulting in South Africa:** Students work with Black and Indigenous entrepreneurs to solve pressing societal challenges in Johannesburg, South Africa. Includes a faculty-led learning expedition to South Africa for two weeks over winter break. Fulfills the college's senior project requirement.
- **AEM 4003, Social Impact Consulting in Peru:** Students work with Indigenous and women entrepreneurs to solve pressing societal challenges related to deforestation in the cloud forests of eastern Peru. Includes a faculty-led learning expedition to the Amazon rainforest over spring break. Fulfills the college's senior project requirement.
- **AEM 4940, Outdoor Recreation Economy:** Students work with leaders from the Onondaga Nation and Haudenosaunee Canoe Journey to build a 16-foot wooden canoe and host Ithaca Canoe Fest, a 500-person community event aimed at reducing racial inequities in outdoor recreation and access to blue- and green-spaces. Fulfills the college's senior project requirement.

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Professor of Practice, Cornell University (continued)

Director, Dyson Leadership Program: Founded a major new student engagement program focused on experiential leadership training and communication skills development to help future business leaders increase their capacity to make a difference in the world. Launched a series of Catalyst Workshops: immersive exercises in managing conflict, inspiring others, building credibility, and advocating for ideas. A unit on Systems Thinking with the Saïd School of Business at the University of Oxford empowers students to establish a deep understanding of unjust socioeconomic systems.

Director, Thoreau Planetary Solutions Initiative: Founded a new student engagement initiative with a \$40,000/year Faculty Grant from the Henry David Thoreau Foundation to raise the professional capacity of the next generation of leaders in the green workforce. Responsible for identifying environmental changemakers in the undergraduate business major and introducing them to professionals working on planetary solutions across industries. Create collaborative networks for growth to empower students to pursue business careers that positively impact communities, ecosystems, and the planet.

Director, One Tree Planted, 2024-present

Member of the Executive Board of Directors for a non-profit organization focused on reforestation projects in 72 countries through strategic partnerships with the World Resources Institute, Jane Goodall Institute, Clinton Global Initiative, Microsoft, FedEx, Volvo, Nestle, and the rock band Coldplay.

Chief Executive Officer, Bedell Cellars, 2003-2022

Overall executive responsibility for operating a 100-acre, certified sustainable vineyard and winery on the North Fork of Long Island, New York. Led a team of 80 employees with a wine distribution network in 10 states and Japan. Business partners with the late Michael Lynne, CEO of New Line Cinema and Oscar-winning Executive Producer of *The Lord of the Rings* trilogy. Bedell Cellars Merlot was the official red wine of President Barack Obama's 2013 Inaugural Luncheon.

Founder and President, Preszler Woodshop, 2014-2022

Founder and President, Long Island Sustainable Winegrowing, 2012-2022

Chairman of the Board, New York Wine and Grape Foundation, 2014-2017

Chairman of the Board, Wine America, the National Association of Wineries, 2014-2017

TRENT PRESZLER

Intern, Goldman Sachs, 1999

Intern, The White House Office of Science and Technology Policy, 1998

Intern, National Academy of Sciences, Council for Agricultural Science & Tech., 1997

Intern, National Institutes of Health, Fogarty International Center, 1996

EDUCATION

Ph.D., Horticultural Biology, Cornell University, 2012

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

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.

M.S., Agricultural Economics, Cornell University, 2002

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

Best M.S. Thesis Award

Best Graduate Teaching Assistant Award, Agricultural Economics

Postgraduate Diploma, Biodiversity and Taxonomy of Plants, The University of Edinburgh and Royal Botanic Garden Edinburgh, on Rotary Scholarship, 1999

B.S., Interdisciplinary Studies, Global Science Policy and Bioethics, Iowa State University, 1998, Phi Beta Kappa

Udall Scholar

Truman Scholar, National Finalist

Student speaker at commencement

Honors 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 (editors). *Conservation Medicine: Ecological Health in Practice*. Oxford University Press.

TRENT PRESZLER

BOOKS AND PRESS

Preszler, T. (2025). *EVERGREEN*. Algonquin Books, an imprint of Little, Brown and Company, Hachette Book Group.

Preszler, T. (2021). *LITTLE AND OFTEN: A MEMOIR*. William Morrow Books, an imprint of HarperCollins.

#1 on the Amazon Books bestseller list in June 2021

National Book Festival Honoree, Library of Congress, Top 50 Books of 2021

A Best Book of 2021 by USA Today

Kirkus Starred Review

Audible audiobook recorded by Golden Globe Award-winning actor Matt Bomer

Emmy Award for Outstanding Lifestyle Program

The National Academy of Television Arts & Sciences, New York Chapter

61st Annual New York Emmy Awards, April 14, 2018

For *Winemaker and Boatbuilder: Bedell Cellars' Trent Preszler* (Newsday.com; Arnold Miller, Producer; Randee Daddona, Photographer; Raychel Brightman, Editor; Jessica Kelley, Producer.)

Quoted, profiled, or substantially interviewed for articles in popular press and news media:

CBS Sunday Morning

Entertainment Weekly

Esquire

Financial Times

Kirkus Reviews

Mr. Porter

OUT

Robb Report

The New York Times

The Wall Street Journal Magazine

Town & Country

Ralph Lauren Magazine

USA Today

PERSONAL

Born May 1, 1977, in Hettinger, North Dakota

Grew up on a cattle ranch on the Standing Rock Sioux Reservation in South Dakota

Gay man, pronouns he/him

168,000 followers on Instagram