

Kristen Rinck

Ph.D. Candidate

Conrad N. Hilton College of Global Hospitality Leadership

University of Houston

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Education

University of Houston, Houston, TX	2022 - 2025 (expected)
Doctor of Philosophy in Hospitality Administration	
Sonoma State University, Rohnert Park, CA	2020 – 2022
Master of Business Administration	
Wine Business Concentration	
California State Polytechnic University, Pomona, Pomona, CA	2014 – 2018
<i>summa cum laude</i>	
Bachelor of Science in Hospitality Management	
Minor in Entrepreneurship and Small Business	
Apicius International School of Hospitality Florence, Italy	2017 – 2018
Study Abroad Program	

Teaching Experience

Teaching Interests

- Wine Appreciation
- Beverage Management and Marketing

Courses Taught

GHL 3336 – Beverage Management at the University of Houston

- Analysis of the major elements of beverage management and operations.
- Fall 2024 – In Person
- Spring 2024 – In Person (35 students)
- Fall 2023 – In Person (10 students)

HRT 3170 – Beverage Marketing and Management at California State Polytechnic University, Pomona

- The marketing and management of the American beverage industry as it relates to restaurants, bars, retail stores, and beverage distributors.
- Spring 2022 – Hybrid Asynchronous (40 students)

Invited Lecturer

GHL 3445 – Global Wine Immersion at the University of Houston

- Topic: France, Bordeaux (Spring 2023)

GHL 4361 – Marketing Strategies at the University of Houston

- Topic: Hospitality Sales Pitches (Spring 2023)

GHL4336 – Beverage Marketing at the University of Houston

- Topic: On-Premise Marketing (Fall 2022)
- Topic: On-Premise Sales and Marketing Tools/Techniques (Fall 2023)

HRT 3150 – Wines, Beers, Spirits at California State Polytechnic University, Pomona

- Topic: Wines of the Old World – Introduction to the Old World and France (Spring 2024)
- Topic: Wines of the Old World – France (Fall 2023)
- Topic: Wines of the Old World – Portugal (Spring 2023)

- Topic: Wines of the Old World – Italy (Fall 2022)
- Topic: Wines of the Old World – Germany (Fall 2022)

Research

Research Interests

- Organizational Behavior and Culture in Food and Beverage Operations
- Beverage Management & Marketing
- Wine Business & Leadership

Publications in Referred Journals

Rinck, K., Taylor, D.C. (2024). What Role Do Wine Certifications Play in the Modern Restaurant? *Journal of Human Resources in Hospitality & Tourism*.

Rinck, K., Gilinsky, A. (2023) Passing the Torch or the Hot Potato? Leadership in the Wine Industry: an Empirical Investigation. *The Journal of Wine Research*.
<https://doi.org/10.1080/09571264.2023.2282984>.

Rinck, K. (2023) Determining the Predictors of Wine Purchase Intention Through the Use of Meta-Analysis. *International Hospitality Review*. <https://doi.org/10.1108/IHR-11-2022-0054>.

Publications in Book Chapters

Rinck, K. & Gilinsky, A. (2024). McPherson Cellars in 2023. In *Crafting & Executing Strategy*. McGraw-Hill

Rinck, K., Gilinsky Jr, A., Santana, A., Bailey, C. C., Wallace, T., & Coget, J. F. (2023). Sustainable Succession in the Wine Industry: Leadership Skills the Next Generation Will Need. In *Handbook of Research on Sustainability Challenges in the Wine Industry* (pp. 121-142). IGI Global.
<https://doi.org/10.4018/978-1-6684-6942-2>

Publications in Trade Journals

Rinck, K., Gilinsky Jr, A., Santana, A., Bailey, C. C., Wallace, T., & Coget, J. F. Gilinsky, A. et al. (March, 2023). Leadership Succession Planning for Your Wine Business. *Wine Business Monthly*.

Rinck, K. & Wilson, D. (2022). Wine Consumption History in Brand Management. *Wine and Viticulture Journal*. 69-70.

Manuscripts in Progress

Rinck, K., Taylor, D.C. (submitted to the Journal of Wine Research) Uncorking Organizational Identity: Exploring Identity and Identity Threat Responses Among Sommeliers.

Rinck, K., Taylor, D.C. (in progress) Customer Service Evaluations of Winery Tasting Room Employees With Disabilities

Rinck, K., Taylor, D.C., Karmouty-Quintana, H. (in progress). Understanding Histamine Content in Natural Wine vs. Classic Wine

Taylor, D. C., **Rinck, K.**, Norris, C. L., Barber, N. A. (in progress). Do Wine Flaws Really Matter to Wine Consumers' Intention to Purchase Wine? Experimental Auction Approach.

Conference Submissions and Presentations

Rinck, K., Taylor, D.C., & Draper, J. Tourists Evaluations of Winery Tasting Room Employees with Disabilities. Travel and Tourism Research Association: Advancing Tourism Research Globally, Annual Conference, Burlington, VT. June, 2024. (Stand Up Accepted)

Rinck, K., Taylor, D.C. (2024, January). Customer Service Evaluations of Winery Tasting Room Employees With Disabilities. The 29th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Miami, FL. (Stand Up Accepted)

Rinck, K., Taylor, D.C. (2024, January). Histamine Content in Natural Wine: Impact on the Wine Market. The 29th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Miami, FL. (Poster Accepted)

- Rinck, K.,** Taylor, D.C., Norris, C.L.; Nelson, B. (2024, January) Do Wine Flaws Really Matter to Wine Consumers' Intention to Purchase Wine? Experimental Auction Approach. The 29th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Miami, FL. (Poster Accepted)
- Rinck, K.,** Taylor, D.C., Karmouty-Quintana, H. (2023, August). Histamine Content - Natural Wine vs. Classic Wine. 2023 Annual ICHRIE Summer Conference, Phoenix, AZ. (Poster)
- Rinck, K.,** Taylor, D.C. (2023, January). Houston, Do We Have a Problem with Restaurant Wine Markups? The 28th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Anaheim, CA. (Poster)
- Rinck, K.,** Taylor, D.C. (2023, January). Pass the Wine Glass. The Effects of Social Context on Wine Consumption in Tasting Rooms. The 28th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Anaheim, CA. (Poster)
- Rinck, K.,** Gilinsky, A., Santana, A., & Coget, J-F. (2022, July). Pivoting after a Societal Shock: Leadership Skills to Transform the Wine Industry. 13th Annual Academy of Wine Business Research Conference, Dijon, FR. (Stand up)
- Rinck, K.,** Canavati, S. (2022, January). Determining the Predictors of Wine Purchase Intention Through the Use of Meta-Analysis. The 27th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, TX. (Stand up)

Professional Certifications and Training

- Certified Sommelier, Court of Master Sommeliers – 2019, awarded the Walter Clore Scholarship for earning the highest score
- Certified Specialist of Wine, Society of Wine Educators – 2018, awarded the Hospitality School Scholarship
- WSET Level 2 Award in Wines – Wine Education and Spirits Trust – 2020, passed with distinction
- WSET Level 3 Award in Wines – Wine Education and Spirits Trust – 2020, passed with distinction
- Certified Beer Server, Cicerone – 2018

Work Experience

Collins College of Hospitality Management, California State Polytechnic University Pomona, Pomona, CA
January 2022 – May 2022

Lecturer

- HRT 3170 – Beverage Marketing and Management
- Lectured about the wine, beer, and spirits industries with a focus on product background and placement, legal issues, consumer segments and trends, manufacturing, and distribution.
- Assigned projects that met the course learning objectives and provided students with tangible outcomes that they can use in the workplace.

Collins College of Hospitality Management, California State Polytechnic University Pomona, Pomona, CA
September 2017 – January 2022, May 2022 – August 2022

Teacher's Assistant

- HRT 3150 Wines, Beers, and Spirits
- Assisted in structuring the class by creating PowerPoints, worksheets, tasting sheets, and supplemental learning materials.
- Organized and maintained a cellar that contains over 4,000 bottles of wine, thoughtfully select bottles to pour for class, and create a budget for our inventory.
- Began an online training course for Cal Poly Pomona students and Southern Glazer employees studying for their Level 1 Sommelier Exam in September 2017. The course entailed interactive PowerPoint presentations and a discussion forum. Began a training course for the Certified CMS Exam in January 2020.

Wine Business Journal, Sonoma State University, Sonoma, CA
October 2020 – May 2022

Research Assistant

- Worked alongside professors to conduct content analyses, write literature reviews, perform meta-analysis, develop hypotheses for testing, conduct interviews/surveys, analyze data using multivariate techniques, and write with the intention for academic publication.

Wine Business Journal, Sonoma State University, Sonoma, CA
April 2021 – December 2021

Managing Editor

- Oversaw production and the publication processes, assisted with digital marketing and research initiative strategy.
- Aided in the transformation into a fully accessible journal and worked to increase our submissions and citations by navigating Crossref and applying for Scopus indexing.
- Bridged the gap between academia and the wine industry by disseminating our manuscripts in an impactful way and writing managerial summaries for each paper.

Charles Communications Associates, San Francisco, CA
September 2019 – January 2021

Account Executive

- Assisted in implementing marketing plans for our wine industry clients through weekly meetings, events, and educational training.
- Built strong relationships with media in the beverage industry through actively pitching clients, drafting press releases, and sending out wine samples.
- Coordinated multiple online masterclasses for the Consorzio of Conegliano Valdobbiadene Prosecco Superiore DOCG, intended to edify wine trade members.

Craft Beer and Wine, Alameda, CA
December 2017 – May 2020

Wine Retail Associate

- Utilized knowledge of wine, beer, and spirits to assist customers in their purchasing decisions.
- Incorporated the shop's small-town charm into our marketing and social media program by highlighting local producers and hosting weekly tastings to boost awareness of our store.

Innovation Brew Works, Pomona, CA
January 2017 – December 2017

Bartender

- Poured draft beer and informed consumers of the characteristics of each beer served, as well as hosted tours of the brewing facility.
- Trained employees on basic beer and wine knowledge through monthly staff meetings.

High Street Station Café, Alameda, CA
December 2015 – December 2017

Caterer and Server

- Balanced the duties of the daily operations of the café and catering for local events.

Service

Court of Master Sommeliers Introductory Course and Certified Exam

Tutor for Cal Pomona students and alumni

2017 – 2024

Texas Wine Experience

Trip Coordinator

2024

Ad-Hoc Reviewer for JWR

2022 – 2024

Ad-Hoc Reviewer for IHR

2022 – 2024

Ad-Hoc Reviewer for IJHBM	2022 – 2024
Graduate Education & Graduate Student Research Conference Operations Manager, Committee Member	2022 – 2023
Association of Student Event Planners Director of Activities	2016 – 2017
Director of Fundraising	2017 – 2018
Association of Beverage Professionals, Vice President	2017 – 2018
Assisted Living Facility, Volunteer	2015 – 2018
Alameda Unified School District Teachers Assistant	2013 – 2017

Professional/ Industry Affiliations/Memberships

International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)
 Court of Master Sommeliers Americas (CMS-A)
 Society of Wine Educators (SWE)
 Rotary International

Technical Skills and Abilities

- SPSS, MPlus, Stata, Tableau, Qualtrics, Word, Excel, PowerPoint, Cellar Tracker, Eventbrite, Adobe Photoshop

Awards and Scholarships

- Texas Hill Country Wine Industry Scholarship - 2023
- Texas Hill Country Wine Industry Scholarship - 2022
- Vintage Wine Estates Women in Wine Business Scholarship, California - 2021
- Woodward-Graff/Dr. Ernie Simpson Scholarship - 2018
- Orange County Wine Society Scholarship - 2018
- Pepsi Beverage Co. Restaurant Scholarship - 2017
- IFMA Educational Foundation Scholarship - 2017