

CURRICULUM VITA

Robert H. Smiley
Director of Wine Industry Programs,
Dean and Professor of Management Emeritus

Graduate School of Management
University of California, Davis
Davis, California 95616

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EDUCATION

- B.S. University of California, Los Angeles (Engineering), January, 1966
M.S. U.C.L.A., (Business Economics), June 1969
Ph.D. Graduate School of Business, Stanford University (Economics), September 1973

WORK EXPERIENCE

- 2009-present Director of Wine Industry Programs, Dean and Professor of Management Emeritus, University of California Davis
- 1989-2009 Dean and Professor, Graduate School of Management, University of California Davis
- 1973-1989 Professor of Economics and Policy, Associate Dean for Academic Affairs, Johnson Graduate School of Management, Cornell University.
- 1987-88 Visiting Professor of Economics and Strategy, Bocconi University - Milan, University of Pisa, Johns Hopkins University - Bologna Center, Italy.
- 1980-81 Visiting Professor of Economics, Istituto di Ricerche Aziendali, Università di Pisa, and at Johns Hopkins University - Bologna Center, Italy.
- 1976-77 Director of Research, Assistant to the Chairman, New York Public Service Commission. Directed staff of economists and engineers whose responsibilities included economic analysis for public utilities, demand forecasting, rate design, fuel price forecasting, energy conservation, demand management and utility research oversight.
- 1967-69 Engineer-Member of Technical Staff, Hughes Aircraft Company. Program planning and control, heat transfer engineering, business manager for mechanical engineering departments.
- 1966-67 Systems reliability engineer for Titan Missile Projects, Martin Marietta Corporation.

PROFESSIONAL AND HONORARY ASSOCIATIONS

Board of Directors, Habitat for Humanity (2007 – 2011), Yolo County
 Board of Directors, Placer Sierra Bank/Sacramento Commercial Bank (sold to Wells Fargo 6/07)
 Board of Directors, Calpine Containers, Inc.
 Board of Directors, Cakebread Cellars Winery
 Board of Directors Vinperfect Inc.
 Board of Directors, Delicato Family Vineyards (2001 - 2007)
 UCD Department of Viticulture and Enology Board of Visitors
 Board of Directors, Habitat for Humanity (2007 – 2011), Yolo County
 Robert Mondavi Institute for Wine and Food Science Executive Committee
 Board of Directors, Sacramento Entrepreneurship Academy
 Board of Directors, Sacramento Valley Forum
 Board of Directors, Valley Vision
 Board of Advisors, Gardner Technologies
 Board of Advisors, Winery Exchange
 Mayor's Economic Development Council, City of Sacramento
 Policy Advisory Committee, California Center for Cooperatives
 Editorial Board, Comstocks magazine
 Selection Committee, Fast Track 25
 Board of Directors, Japan-America Conference
 Chair, Program Committee, Japan-America Conference
 Board of Governors, Capitol Club
 Research Advisory Board, National Federation of Independent Business Foundation
 European Recruitment Committee, SACTO
 Advisory Group, The Technology Development Center
 American Economic Association
 Beta Gamma Sigma
 European Association for Research in Industrial Economics
 Western Economic Association
 California Scholarship Federation

CONSULTING

National Cable Television Association, 1972, 1978
 Central New York Regional Medical Program, 1973-74
 Department of the Interior, 1975-76
 New York State Public Service Commission, 1976-77
 National Regulatory Research Institute, 1978
 Tyco Laboratories, 1979
 U.S. Department of Energy, 1977, 1978, 1980, 1982
 Venture Technologies, Inc., 1980
 New Mexico State Public Service Commission, 1978, 1980, 1981
 Sperry Corporation, 1980
 New York Attorney General's Office, 1980
 Federal Energy Regulatory Commission, 1982
 New England Electric System, 1981, 1982, 1983

IBM, 1984, 1985, 1986
Port Byron Telephone company, 1985
U.S. Small Business Administration, 1985-86
Shearson/Lehman American Express, 1985-86
New York Clearing House Association, 1985-86
General Motors, 1985-86
Air Transport Association, 1988-89
Stanford Ranch, 1990-91
Charmac, Inc., 1990-91
Quaker State Corp, 1992
The De Silva Group, 1992
California Attorney General, 1993, 1994, 1995, 1996, 1997, 1998
McCaw Cellular Communications, 1994
Yolo County Aggregate Producers Association 1994
Seagrams Classic Wine Company, 1996
Wells Fargo Bank, 1998
Rosenblum Cellars, 1999
Stags Leap Wine Cellars, 2001
Palandri Wine Ltd., 2001/02
Beringer Vineyards, 2002
David Girard Vineyards, 2003/2004
Nestle Corporation, 2003/2004
The Wine Group, 2007
Cameron Glass Company 2008
Reybier and Partners Investments (France), 2009

TESTIMONY

U.S. Congress, House Subcommittee on Energy and Power of the Committee on Interstate and Foreign Commerce, March, 1977
New York Public Service Commission, October 1976, March and September 1977, February 1986
New Mexico Public Service Commission, November 1978
U.S. District Court, Massachusetts, March 1979
U.S. District Court, Buffalo, February 1980
New York State Supreme Court, Albany, November 1980
Federal Energy Regulatory Commission, 1989
California Legislature-Assembly Select Committee on California Wine Production and Economy, 1992
Franchise Tax Board of the State of California, 1995
Arbitration, the Wine Group, 2007

PUBLICATIONS

"Cable, Cities, and Copyrights," with Bridger Mitchell, Bell Journal of Economics and Management Science, Spring, 1974.

"Monopoly and the Distribution of Wealth," with William Comanor, Quarterly Journal of Economics, May 1975

Reprinted in: Monopoly and Competition Policy, edited by Professor F. M. Scherer. Edward Elgar Publishing Ltd., 1993.

"Subsidies in the Use of Revolving Credit," with William Dunkelberg, Journal of Money, Credit and Banking, November.1975.

"The Effect of the Williams Amendment and Other Factors on Transactions Costs in Tender Offers," Industrial Organization Review, Fall 1975.

"Tender Offers, Transactions Costs and the Theory of the Firm," Review of Economics and Statistics, February 1976.

"National Economic Planning: Issues and Pitfalls," with Bernell Stone, Northeast AIDS Proceedings, April 1976.

"Estimating the Costs of Health Insurance Programs," with David Barton, Inquiry, March 1977.

Reprinted in: Economics in Health Care, edited by L. Weeks and H. Berman, Aspen Systems Corp., 1977 and Financing and Health Care, L. Weeks and H. Berman, ed., 1979.

"The Levels and Determinants of Household Insulation Activity," Energy, December 1979.

"A Policy Proposal to Develop Synthetic Fuel Production," with David Barton, Resources and Energy, No. 2, 1980

"Firm Size, Market Power and the Distribution of Income and Wealth: A Survey," The Economics of Firm Size, Market Structure and Social Performance, John Siegfried, Ed., Federal Trade Commission, 1980

"Monopoly and the Distribution of Wealth: Revisited," with William Comanor, Quarterly Journal of Economics, February 1980

"Natural Gas Rate Design: A Marginalist Approach," Energy Economics, July 1980.

"Advertising and Organizations," with William Comanor and Arthur Kover, in Handbook of Organizational Design, William Starbuck, editor, Oxford University Press, 1981.

"The Effect of State Securities Statutes on Tender Offer Activity," Economic Inquiry, July, 1981.

PUBLICATIONS continued

"Accordi di Collaborazione tra Imprese in una Economia Industriale Moderna," with Paolo Mariti, Economia e Politica Industriale, 1982.

"Learning and the Concentration - Profitability Relationship," Quarterly Review of Economics and Business, Summer 1982.

"Determinants of the Effectiveness of Electric Utility Regulation," with William Greene, Resources and Energy, March, 1983.

"The Importance of Being First: Learning, Price and Strategy," with S.A. Ravid, Quarterly Journal of Economics, May 1983.

"Cooperative Agreements and the Organization of Industry," with P. Mariti, Journal of Industrial Economics, June 1983.

"The Development of Consumer Cooperatives in Western Europe and in the United States," with R. Varaldo, Economia Aziendale, December 1983.

Also published as: "Retail Consumer Cooperatives in Europe and in the United States," in The Economics of Distribution, edited by A. Spranzi and J. Jacoby, 1984.

"The Effectiveness of Utility Regulation in a Period of Changing Economic Conditions," co-authored with William Greene, in The Performance of Public Enterprises: Concepts and Measurement, M. Marchand, P. Pestieau, and H. Tulkens, eds. North Holland, 1984.

"Executive Compensation Plans and Efficiency Incentives Under Regulation," in Analyzing the Impact of Regulatory Change in Public Utilities, M. Crew, ed., 1985.

"White Knights and Takeover Bids," with Scott Stewart, Financial Analysts Journal, January-February 1985.

"Management Compensation in Regulated Industries," in Studies in Honor of Egidio Giannessi, Riccardo Varaldo, ed., 1986.

"International Trade and the U.S. Antitrust Laws," with D. Barton in International Marketing Cooperation, R. Varaldo, ed., 1988.

"New Business Starts and Economic Activity: An Empirical Investigation," with R. Highfield, International Journal of Industrial Organization, March 1987.

Reprinted in: Entrepreneurship, edited by Mark Casson, Edward Elgar, Ltd., London, 1989.

"Empirical Evidence on Strategic Entry Deterrence," International Journal of Industrial Organization, June 1988.

PUBLICATIONS continued

"Who Deters Entry? Empirical Evidence on Strategic Entry Deterrence," with David Bunch, Review of Economics and Statistics, August 1992.

"Merger Activity and Antitrust Policy in the United States," Mergers, Markets and Public Policy, G. Mussati, ed., Kluwer Academic Publishers, 1995, pp. 45-79.

"Introduction" The Business of Wine: an Encyclopedia, Greenwood Press, 2009

WORKING PAPERS

"Duopoly Models With Learning," with S.A. Ravid.

"Competitive Strategies for Smaller Firms in Global Markets."

DISCUSSIONS AND REVIEWS

Review of Issues in Public Utility Pricing and Regulation, Michael Crew, ed., Journal of Finance, September 1982.

"Plant Investment Decision-Making in the Electric Power Industry - Comment," in The Rate of Discount for Energy Planning, Robert Lind, ed., 1982.

Discussion of "Measuring the International Marketing Productivity of U.S. Semiconductor Companies," in Productivity and Efficiency in Distribution Systems, David Gautschi, ed., 1983.

MANUSCRIPT

Enhancing Competition for Federal Coal Leases, with R. Lind and R. Clark.

SPEECHES BEFORE PROFESSIONAL ASSOCIATIONS

"The Use of Department Store Revolving Credit," before the Financial Management Association Annual Meeting, October 1974.

"Electricity Regulation in the Future - Will It Make Economic Sense?" Joint Power Generation Conference of the ASME, IEEE, ASCE, Buffalo, September 1976.

"The Copyright Law and Cable Television," before the New York Law Journal Conference, September 1977.

"Determinants of the Effectiveness of Electric Utility Regulation." The Econometric Society, Chicago, August 1978

"Regulatory Lag and Automatic Adjustment Clauses." Public Utility Research Center Conference, Gainesville, Florida, February 1979.

SPEECHES BEFORE PROFESSIONAL ASSOCIATIONS continued

"Tender Offers and the Proposed Carter/Kennedy Merger Legislation." Joint Department of Justice - Federal Trade Commission Economics Seminar, March 1979.

"Firm Size, Market Power and the Distribution of Income and Wealth: A Survey." Presented at the Federal Trade Commission Conference, Firm Size, Market Structure and Social Performance. Rosslyn, Va., January 1980.

"Learning by Doing and Industrial Organization." OECD, Paris, March 1981.

"The Importance of Being First: Learning, Price and Strategy." Law and Economics Center, University of Miami, December 1981.

"Retail Cooperatives: The European and U.S. Experience." Presented at the Second Conference on the Economics of Distribution, sponsored by CESCO, Venice, Italy, April 1983.

"Electric Utility Deregulation and the Cost of Capital." Presented at the American Association for the Advancement of Science annual meetings, Detroit, June 1983.

"Understanding the U.S. Economy." Presented to the Consorzio Universitario Economia Industriale e Manageriale, Verona, Italy, June 1984.

"Empirical Evidence on Strategic Entry Deterrence." INSEAD, Fontainebleau, France, May 1986.

"International Trade and the U.S. Antitrust Laws." Presented at a conference, International Marketing Between Rival Trading Nations. San Miniato, Italy, May 1986.

"Current Economic Conditions in the U.S. and Europe: Linkages, Contrasts and Future Projections." Cornell European Alumni Executive Seminar, Paris, March 1987.

"Who Deters Entry?" European Association for Research in Industrial Economics, Madrid, September, 1987.

"Competitive Strategy." Ente Nazionale Idrocarburi, Castelgandolfo, Italy, October 1987.

"Strategic Entry Deterrence." IIM, Berlin, Universities of Rome, Florence, Bologna and Pisa, Bocconi University, Italy, Catholic University of Louvain, Belgium, Herriot-Watt University, Edinburgh, 1987-88.

"Competitive Strategies for Smaller Firms in Global Markets." Confindustria, Mantova, Italy, March 1988.

"Strategic Analysis of Wine Industry Trends," Assembly Select Subcommittee on California Wine Production and Economy, December 1992.

"Competition and Strategy in the Wine Industry." Keynote Address: Wine Industry Financial Symposium; annually 1992-2012

Approximately two speeches per month on the economy, competitive strategy, the Wine Industry, and the Graduate School of Management, as Dean between 1989 and 2003 .

Speaker, University of California Management Institute, 1992-2001.

AACSB, “What’s Next for Admissions?”, 1999.

“Competing in a Rapidly Changing Global Wine Market”, Northwest Wine Industry Symposium, 2005

“ The Future of the U S Wine Industry “, Drinktec, Munich, September, 2009

Moderator “ Future of the Wine Industry Symposium “, American Association of Wine Economists, June 2010, Davis