

# XIMENA RUEDA

Associate Professor | Sustainability Area

Joined the School in 2013

## ACADEMIC BACKGROUND

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2007	Ph.D. in Geography. Clark University, Worcester, MA, United States.
1997	Master in City Planning, Environmental Policy and Planning. Massachusetts Institute of Technology, Cambridge, MA, United States.
1994	M.Sc. and B.Sc. in Economics. Universidad de los Andes, Bogotá, Colombia.

## TEACHING EXPERIENCE

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### Courses Taught in Recent Years

#### Graduate

Sustainable Value Chains (MDP-MGA, GLOCAL)

Final Project (MDP)

Territorial Analysis (MDP)

Fieldwork 1 (MDP)

Workshop on Sustainable Development (MBA)

Project Design and Project Management: Multidisciplinary Tools (MDP).

Directed studies, Value Chains for Sustainability (Emmet Interdisciplinary Program in Environment and Resources, Stanford University).

#### Undergraduate

Sustainability management

Ecosystem services

Coach for teams of students taking the class “Design for Extreme Affordability” (Stanford University).

## ACADEMIC ACTIVITIES

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2018	Visiting Professor, Department of Geography, Rutgers University, New Jersey.
2016 - 2018	Director, Sustainability Area.
2016 - to date	Associate Professor, Universidad de los Andes School of Management. Bogotá, Colombia.
2013 – 2015	Assistant Professor, Universidad de los Andes School of Management. Bogotá, Colombia.
2013 - to date	Visiting Scholar, Center for Food Security and the Environment, Stanford University, Palo Alto (CA).

- 2012 - 2013 Research Associate, School of Earth Sciences, Stanford University, Palo Alto (CA)-Evaluate the effectiveness of corporations, vis à vis NGOs and government programs, in promoting sustainable land use via supply chain interventions- Research linkages between land use change, globalization and food security.
- 2011 - 2012 Postdoctoral Fellow, School of Earth Sciences, Stanford University, Palo Alto (CA)-Assessed the impacts of globalization and international coffee trade on local ecosystems and communities. Identified the environmental and socio-economic benefits of eco-certification programs.
- 2005 - 2007 Researcher, Southern Yucatan Peninsula Project, Clark University, Worcester (MA)-Identified effects of environmental conservation efforts on the communities and the forest of the area surrounding the Calakmul Reserve in Mexico. Combined satellite imagery, biophysical and socio-economic data to produce an assessment of causes and consequences of land-change and socio-economic transformations in frontier regions.
- 2001 - 2002 Lecturer, Master's Program on Environmental and Natural Resource Economics, Department of Economics, Universidad de los Andes, Bogotá, Colombia. Conducted research on non-governmental organizations and their role in effective technology transfer to low-income farmers. Taught class on Common Property Resources exploring institutional options for solving common-pool resources dilemmas.

## OTHER PROFESSIONAL ACTIVITIES

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### Consultancies

- 2018 - 2019 Meridian Institute - Gordon and Betty Moore Foundation. Washington D.C. Consultant for the project "Measuring Impacts of Market-Based Approaches to Conservation
- 2018 CONDESAN (NGO from Ecuador) Project to identify opportunities that market-mechanisms offer to promote sustainability in value chains in the context of Andean Forests.
- 2016 Fondo Patrimonio Natural: Part of the team that conducted research on the Design of a Payment for Ecosystem Services Program in the Amazon foothills.
- 2012 Environmental Action Fund, Consultant, Bogotá, Colombia. Directed an economic and environmental assessment on the sustainable extraction of six forest products for commercial use from the Colombian Amazon. Proposed a strategy for creating sustainable, shared value chains linking small farmers and a global cosmetic industry buyer.

## OTHER PROFESSIONAL EXPERIENCE

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- 2019 – 2021 Deputy Director, USAID-funded Land for Prosperity Program, Tetrattech, Colombia 2019-2021 (A US\$98 million program funded by USAID to promote land formalization in conflict-ridden areas of the country).
- 2008 - 2011 Strategic Marketing Director, Colombian Federation of Coffee Growers, Bogotá, Colombia. Coordinated the innovation strategy for the Federation commercial unit. Oversaw the implementation and growth of all sustainable coffee programs

engaging more than 100,000 farmers on certification/verification programs. Represented the organization at international fora pertaining sustainability.

2007 - 2008	Planning Manager for MIDAS, Tetrattech/ARD, Bogotá, Colombia. Monitored and evaluated the performance of MIDAS, a US\$200 million USAID-funded program to develop alternative sources of income in conflict-ridden zones. Designed annual work plans and presented reports on the Program's performance
2002 - 2003	Director for Innovation and Quality Control, Corporación Colombia Internacional, Bogotá, Colombia. Coordinated CCI's organic certification program. Oversaw performance of innovation projects for sustainable agriculture
2001 - 2002	Director of Technology Development, Colombian Ministry of Agriculture, Bogotá, Colombia. Designed and implemented policies for agricultural technology research. Coordinated strategy for funding research and technology transfer projects
2000 - 2001	Director of Operations, School of Economics, Universidad de los Andes, Bogotá, Colombia.
1999 - 2000	Environmental Coordinator, Colombian Federation of Coffee Growers, Bogotá, Colombia. Designed, monitored and evaluated conservation programs for coffee zones. Wrote grant proposals for environmental projects.
1997 - 1999	Coordinator, Monitoring and Evaluation: National Program for Agricultural Technology Transfer, Ministry of Agriculture and Rural Development, Colombian Ministry of Agriculture, Bogotá, Colombia, (A project financed through a World Bank loan of US\$51 million). Designed and implemented methodologies for monitoring and evaluating projects on technology development and training for small farmers. Wrote terms of reference for assessing program's environmental, economic and institutional impacts.
1993 - 1995	Specialist, Agricultural Unit, National Department of Planning.

## RESEARCH

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### Research Areas

- Globalization and land-use change
- Commodity value chains, eco-labeling and sustainability
- Climate change and rural livelihoods: impacts and adaptation strategies

## PUBLICATIONS

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### Articles in Academic Journals

2021	Dávila, A., Magliocca, N., McSweeney, K., & Rueda, X. 2021. "Spatialising illicit commodity chains: Comparing coffee and cocaine. <i>Area</i> , 53(3), 501-510.
2021	Garrett, R. D., Levy, S. A., Gollnow, F., Hodel, L., & Rueda, X. 2021. "Have food supply chain policies improved forest conservation and rural livelihoods? A systematic review". <i>Environmental Research Letters</i> , 16(3), 033002.
2020	Middendorp, R. S., Boever, O., Rueda, X., & Lambin, E. F. 2020. "Improving smallholder livelihoods and ecosystems through direct trade relations: High-

- quality cocoa producers in Ecuador” *Business Strategy & Development*, 3(2), 165-184.
- 2020 Furumo, P. R., Rueda, X., Rodríguez, J. S., & Ramos, I. K. P. 2020. “Field evidence for positive certification outcomes on oil palm smallholder management practices in Colombia” *Journal of Cleaner Production*, 245, 118891.
- 2019 Aide, T. M., Grau, H. R., Graesser, J., Andrade-Nuñez, M. J., Aráoz, E., Barros, A. P., .. & Zimmerer, K. S. 2019. “Woody vegetation dynamics in the tropical and subtropical Andes from 2001 to 2014: Satellite image interpretation and expert validation. *Global change biology*, 25(6), 2112-2126.
- 2019 Rueda, X., Vélez, M. A., Moros L., L. A. Rodríguez. “Beyond proximate and distal causes of land-use change: linking Individual motivations to deforestation in rural contexts”. *Ecology and Society*.
- 2019 R.D. Garret, Rueda X. “Criteria for effective zero-deforestation commitments” *Global Environmental Change*. Vol 54, pp 135 – 147. doi.org/10.1016/j.gloenvcha.2018.11.003.
- 2018 Fu Jia, Laura Zuluaga-Cardona, Adrian Bailey, Ximena Rueda. “Sustainable supply chain management in developing countries: An analysis of the literature”. *Cleaner Production*. Vol 189, pp 263 – 278. doi.org/10.1016/j.jclepro.2018.03.248
- 2018 Nelson V, Rueda X, Vermeulen J. (2018) Challenges and Opportunities for the Sustainability Transition in Global Trade. *Business Strategy and the Environment* (ISSN 1099-0836) 27 (-), pp. 173-178.
- 2018 Rueda, X., Paz, A., Gibbs-Plessl, T., Leon, R., Moyano, B., & Lambin, E. F. “Smallholders at a Crossroad: Intensify or Fall behind? Exploring Alternative Livelihood Strategies in a Globalized World”. *Business Strategy and the Environment*. doi.org/10.1002/bse.2011.
- 2018 Hernandez-Aguilera, J. N., Gómez, M. I., Rodewald, A. D., Rueda, X., Anunu, C., Bennett, R., & Es, H. M., “Quality as a Driver of Sustainable Agricultural Value Chains: The Case of the Relationship Coffee Model”. *Business Strategy and the Environment*. doi.org/10.1002/bse.2009.
- 2017 Eakin H, Rueda X, Mahanti A. (2017) Transforming Governance in Telecoupled Food Systems. *Ecology and Society* (ISSN 1708-3087) 22 (4), pp. 32-50.
- 2017 Rueda, X., Garrett, R. D., & Lambin, E. F. 2017 “Corporate investments in supply chain sustainability: Selecting instruments in the agri-food industry” *Journal of Cleaner Production* 142, 2480-2492.
- 2016 Garrett, R.D., Carlson, K.M., Rueda, X., Noojipady, P. 2016 “Assessing the potential additionality of certification by the Round table on Responsible Soybeans and the Roundtable on Sustainable Palm Oil” *Environmental Research Letters* 11 (4), 045003.
- 2015 Byerlee, D., and Rueda, X. 2015 «From Public to Private Standards for Tropical Commodities: A Century of Global Discourse on Land Governance on the Forest Frontier.» *Forests* 6.4: 1301-1324.
- 2015 Rueda, X., Thomas, N.E., and Lambin E.F. 2015 “Eco-certification enhances tree cover in the Colombian coffee landscapes” *Regional Environmental Change*, 1-9.

- 2014 Rueda X. (2014) Eco-certification and coffee cultivation enhance tree cover and forest connectivity in the Colombian coffee landscapes. *Regional Environmental Change* (ISSN 1436-3798) 14 (-), pp. 1-9.
- 2014 Lambin, E., Meyfroidt, P., Rueda, X., Blackman, A., Borner, J., Cerutti, P., Dietsch, T., Jungmann, L. Lamarque, P. Lister, J., Walker, N., Wunder, S. 2014 “Effectiveness and synergies of policy instruments for land use governance in tropical regions” *Global Environmental Change*, 129-140
- 2013 Garrett, R.D. Rueda, X., Lambin, E.F. 2013 “Globalization’s unexpected impact on soybean production in South America: linkages between preferences for non-genetically modified crops, eco-certifications, and land use” *Environmental Research Letters* 8 (4), 044055.
- 2013 Rueda, X. and Lambin, E.F. 2013 Responding to Globalization: Impacts of Certification on Colombian Small-Scale Coffee Growers. *Ecology and Society* 18 (3): 21.
- 2013 Rueda, X. and Lambin, E.F. 2013 “Linking globalization to local land uses: how eco-consumers and gourmards are changing the Colombian coffee landscapes”. *World Development*, 41, 286-301.
- 2010 Rueda, X. 2010 “Understanding deforestation in the southern Yucatán: insights from a sub-regional, multi-temporal analysis” *Regional Environmental Change* 10 (3): 175-190.

### Publications: Wide-Audience Oriented

- 2022 Moros, L.; Puerto, S.; Monroy, D.; Achaval-Torre, J.; Rueda, X. 2022. How can economic incentives designed for environmental conservation support a transition to sustainable and equitable agriculture? Colombo, Sri Lanka: Commission on Sustainable Agriculture Intensification. 42p.
- 2016 Milder, J. C., Newsom, D., Lambin, E., & Rueda, X. 2016. Measuring impacts of certification on biodiversity at multiple scales: experience from the SAN/ Rainforest Alliance system and priorities for the future. *Policy Matters*, 12.
- 2016 Guhl A, Altesor A, et al. “Land” In: United Nations Environment Program UNEP. GEO-6 Regional Assessment for Latin America and the Caribbean. United Nations Environment Program, Nairobi, Kenya. pp. 75-97.

### Edited Books

- 2022 Rueda, X., Arnold, M. G., Muthuri, J. N., & Gold, S. (Eds.). (2022). *Base of the Pyramid Markets in Latin America: Innovation and Challenges to Sustainability*. Routledge.
- 2021 Gold, S., Arnold, M. G., Muthuri, J. N., & Rueda, X. (Eds.). (2021). *Base of the Pyramid Markets in Affluent Countries: Innovation and Challenges to Sustainability*. Routledge.
- 2020 Muthuri, J. N., Arnold, M. G., Gold, S., & Rueda, X. (Eds.). (2020). *Base of the Pyramid Markets in Africa: Innovation and Challenges to Sustainability*. Routledge.

- 2020 Arnold, M. G., Gold, S., Muthuri, J. N., & Rueda, X. (Eds.). (2020). *Base of the Pyramid Markets in Asia: Innovation and Challenges to Sustainability*. Routledge

### Chapters in Books

- 2019 Garret R, Rueda X. (2019) *Telecoupling and Consumption in Agri-Food Systems. Telecoupling Exploring Land-Use Change in a Globalised World* (ISBN 978-3-030-11105-2) pp. 115-137. Springer Link
- 2018 Rueda X, Vélez M, Puerto S. (2018) *El rol del Estado en la gobernanza social y ambiental empresarial. Gobernanza y Gerencia del Desarrollo Sostenible* (ISBN 9789587747485) pp. 243-270. Ediciones Uniandes
- 2016 *Globalización y sistemas socio-ecológicos tropicales: efectos del mercado diferenciado de café sobre los productores y los ecosistemas locales en el trópico andino colombiano*. In: *Naturaleza y Sociedad Perspectivas Socio-Ecológicas sobre Cambios Globales En América Latina*, Chapter: 2, Publisher: IEP, Editors: POSTIGO, Julio C.; YOUNG, Kenneth R.
- 2015 Rueda, X. and Lambin, E.F. “The geography of food production and land use in a globalized economy” In: Naylor, R.L. (ed.) *The Evolving Sphere of Food Security*, Oxford University Press
- 2014 Eakin, H., DeFries, R., Kerr, S., E. F. Lambin, J. Liu, P. J. Marcotullio, P. Messerli, A. Reenberg, X. Rueda, S. R. Swaffield, B. Wicke, and K. Zimmerer (In press). “Significance of Telecoupling for Exploration of (Sustainable) Land Use Change” In: K. C. Seto and A. Reenberg (eds.) *Rethinking Global Land Use in an Urban Era*, Cambridge: MIT Press
- 1998 Rueda, X. “Decentralizing the Global Environmental Facility to improve its performance” In: T. L. Hill, W. Moomaw, L. E. Susskind (eds.) *Global Environment: Negotiating its Future - Papers on International Environmental Negotiation Vol. 7*, Cambridge, MA: PON Books.

### Conference Presentations

- 2019 Rueda, X. Garrtt, R. D. et al. “Zero Deforestation Commitments: designed for effectiveness?” ‘Promoting Effective Sustainability Governance in Soy Interdisciplinary Workshop’, University of York, March 25
- 2018 Rueda, X. “How Globalization of agricultural trade and rural livelihoods” SESYNC Symposium: Boundary Spanning: Advances in Socio-Environmental Systems Research, Annapolis, MD. Jun. 12.
- 2017 Rueda, X. “How corporations make decision about sustainability in their supply chains? Exploring the case of the agri-food industry” CEGBI, York School of Management, University of York, UK. Oct. 25
- 2016 Rueda, Ximena “Small Holders and Upgrading: The Unintended Consequences of Certification on Cocoa Producers in Ecuador” Speaker Series – Department of Geography Rutgers University, New Jersey Oct. 14.
- 2015 Rueda X. Formal versus informal sustainability initiatives: a comparison between third-party certification and first-party sustainability innovations to promote sustainable land use and livelihoods.

- 2015 Rueda, Ximena "Value chains for sustainability: evidence from Ecuador and Colombia" Increasing resilience of Agricultural supply chains conference, Exeter, Nov. 23 - 25.
- 2015 Rueda, Ximena "Investing in Sustainability: Impacts of Coffee Certification on Smallholders and their landscapes" Ferrero's Hazelnut Award Contest - Award ceremony - EXPO Milano 2015.
- 2014 Rueda X, Lambin E. Chocolate Cities: Cosmopolitan consumers and the fate of cacao landraces. (2014).
- 2013 Rueda, X. and E. Lambin "Shopping for sustainability: What drives corporate investments in sustainable food production?" Annual Meeting of the Association of American Geographers, Los Angeles, Apr. 10.
- 2013 Eakin, H. and Rueda, X. "Governance Challenges in 'Telecoupled' Food Systems" 7th ECPR (European Consortium for Political Science) General Conference Sciences Po, Bordeaux Sep. 4 -7.
- 2012 Rueda, X., E. Lambin and N. Thomas 2012 "Can your morning coffee reshape the face of the planet? Evaluating the impacts of eco-labeling on the Colombian coffee landscapes" Francqui Foundation Colloquium: Harnessing globalization to promote sustainable land use, Brussels, Dec. 5.
- 2012 Rueda, X. and E. Lambin, 2012 "Linking globalization & land use change: The impacts of eco-labeling on livelihoods, land use and the environment" Planet under Pressure, London, Mar. 27.
- 2012 Rueda, X. and E. Lambin, 2012 "Linking globalization and local land-uses: How market trends are shaping the Colombian coffee landscapes" Annual Meeting of the Association of American Geographers, New York, Feb. 27.
- 2007 Rueda, X. 2007 "Landscapes in transition: Forest-cover change, conservation, and structural adjustment in the southern Yucatán" Departamento de Historia, Universidad de los Andes, Bogotá, Colombia, Apr. 11.
- 2007 Rueda, X. 2007 "Structural adjustment, conservation, and forest recovery in the southern Yucatán", Panel on Forest loss and recovery in the southern Yucatan and Guatemala: Exploring causes and consequences, presented at the Conference of Latin Americanist Geographers, Colorado Springs.
- 2006 Rueda, X. 2006 "Biodiversity conservation and sustainable livelihoods: Gendered livelihoods, gendered landscapes", presented at the Annual Meeting of the Association of American Geographers, Chicago.
- 2005 Rueda, X. 2005 "Mapping threats to biodiversity in the Peloncillo Mountains" presented at the Twentieth Annual Symposium of the United States Regional Chapter of the International Association for Landscape Ecology, Syracuse.

### Other Academic Publications

- 2017 Vélez M, Rueda X, Moros L, Guerrero A, Link A. (2017) Recomendaciones para el diseño e implementación de incentivos para la conservación en paisajes agrícolas.

- 2016 Vélez M, Rueda X, Moros L, Guerrero A, Link A. (2016) Paisajes productivos sostenibles: Diseño de un sistema de incentivos para la conservación en el piedemonte Amazónico. Colombia.
- 2010 Rueda, X. and J. Ortiz 2013 “Informe Final: cadenas de valor compartido: cacao y copoazú en Caquetá – Putumayo y asaí en Guaviare”, Fondo para la Acción Ambiental y la Niñez. Bogotá.
- 2007 Rueda, X. 2007 “Landscapes in transition: Forest-cover change, conservation, and structural adjustment in the southern Yucatán” (Doctoral dissertation)
- 2001 Rueda, X. and A. Barona 2001 “Metodología para la sistematización de experiencias en transferencia de tecnología de las organizaciones no-gubernamentales del sector rural” Final Report presented to the DFID Project in Colombia, Embassy of the United Kingdom.
- 1995 Rueda, X. 1995 “La transmisión de los precios externos a los mercados domésticos en la agricultura colombiana 1970-1992” Planeación & Desarrollo XXVI (1): 69-90. Bogotá: DNP

### Journal Referee

Climatic Change, Ecological Applications, Ecology and Society, Ecosystem Services, Environment, Development and Sustainability, Environmental Policy and Governance, Environmental Research Letters, Food Policy, International Food and Agribusiness Management Review, International Journal of Biodiversity Science, Ecosystem Services & Management, Frontiers in Environmental Science, Journal of Cleaner Production, Land Use Policy, Organization and Environment, PNAS, Regional Environmental Change, Society and Natural Resources, Sustainability.

### Journal Editor

Frontiers in Sustainable Food Systems; Geoforum, Land,

## PARTICIPATION IN BOARDS, COMMITTEES AND ASSOCIATIONS

- 2022 Counselor, UNFSS Academic Advisory Council.
- 2020 – 2022 Commissioner, Commission on Sustainable Agriculture Intensification, CGIAR, Sri Lanka, 2020-2022
- 2017 Society for Conservation Biology.
- 2016- to date International Sustainable Development Research Society.
- 2011 4C (Common Code for the Coffee Community) Association, Bonn, Member of the technical committee.
- 2011 - 201 7UTZ Certified, Amsterdam, Member of the Standards Committee.
- 2008 - to date Association of American Geographers.



## SCHOLARSHIPS, GRANTS AND ACADEMIC DISTINCTIONS

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2022 – 2026	Horizon Europe, Transformative change for biodiversity and equity (TC4BE), Leader WP 5.
2015 - 2017	Newton-Caldas Fund, Exeter University and Universidad de los Andes, British Council.
2013	Graduate School of Business, Stanford University, SEED Grant.
2011	Morrison Institute for Population and Resources, Stanford University, Research Grant.
2005	NASA-MSU Professional Enhancement Award.
2003 - 2005	Fulbright Scholar.
2003 - 2005	Barsa Scholarship for Latin American Women in the Sciences.
1996	Inter-American Foundation Fellowship for Field Research.
1995 - 1997	Colombian National Department of Planning Scholarship.