

Ximena Rueda
Associate Professor
Sustainability Area
Joined the School in 2013

Academic Background

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

COURSES TAUGHT IN RECENT YEARS

Graduate

Sustainable Value Chains (MDP-MGA)
Final Project (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

Social Responsibility
Coach for teams of students taking the class "Design for Extreme Affordability" (Stanford University)

Academic Activities

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

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

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

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.

Research

RESEARCH AREAS

Globalization and land-use change

Commodity value chains, eco-labeling and sustainability

Climate change and rural livelihoods: impacts and adaptation strategies

Publications

ARTICLES IN ACADEMIC JOURNALS

- 2019 T. Mitchell Aide, H. Ricardo Grau, Rueda X. (2019) Woody vegetation dynamics in the tropical and subtropical Andes from 2001 to 2014: satellite image interpretation and expert validation. *Global Change Biology* () 25 (-), pp. 1-40.
- 2019 Rueda, X., Velez, 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.

ARTICLES IN PREPARATION

Middendorp, R., Boevera, O., Rueda, X., Lambin, E. (In press) "Improving smallholder well-being and ecosystems through value chain innovations: High quality cocoa producers in Ecuador".

Furumo, P. Rueda, X., Parés-Ramos, I., Rodríguez, J. S. "Mixed evidence for the effectiveness of certifications in transforming smallholder oil palm production practices in Colombia" (submitted)

Rueda, X., Middendorp, R., Puerto, S. Lambin, E. "Eco-certification: a stepping-stone for upgrading Evidence from cacao agroforestry systems in Ecuador" (in preparation)

ARTICLES IN PROFESSIONAL/ TRADE JOURNALS

- 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.

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, Velez 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, 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.
- 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 Velez 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 Velez 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, Journal of Cleaner Production, Land Use Policy, Organization and Environment, PNAS, Regional Environmental Change.

JOURNAL EDITOR

Frontiers in Sustainable Food Systems; Geoforum, Land

Participation in Boards, Committees and Associations	
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 - 2017	UTZ Certified, Amsterdam, Member of the Standards Committee.

2008 - to date Association of American Geographers.

Scholarships and Academic Distinctions
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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.