SHUOLI ZHAO

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CONTACT INFORMATION

Department of Agricultural Economics University of Kentucky 317 C.E. Barnhart Bldg. Lexington, KY 40546-0276

EDUCATION

University of Minnesota, PhD (Applied Economics), 2018 University of Minnesota, MSc (Applied Economics), 2014 Shandong Agricultural University, BSc (Food Safety and Quality), 2011

ACADEMIC POSITIONS

Assistant Professor, 2020-... Department of Agricultural Economics University of Kentucky

Research Assistant Professor, 2019–2020 Department of Agricultural and Applied Economics Division of Applied Social Sciences University of Missouri, Columbia

Postdoctoral Fellow, 2018–2019 Department of Agricultural and Applied Economics Division of Applied Social Sciences University of Missouri, Columbia

PROFESSORSHIP/AWARD

Bill Gatton Foundation Early Career Professorship, Martin-Gatton College of Agriculture, Food and Environment, University of Kentucky, 2024-2026.

Patrick J. Byrne Award for Emerging Leadership, Food Distribution Research Society, 2024.

Research Activity Award, Martin-Gatton College of Agriculture, Food and Environment, University of Kentucky, 2021-2023.

Alumni Society Graduate Student Professional Development Award, College of Food, Agricultural, and Natural Resource Sciences, University of Minnesota – Twin Cities, 2017.

RESEARCH

Peer-Reviewed Publications

- ‡ denotes Corresponding Author
- * denotes Co-First Authorship
- § denotes publication co-authored with graduate students or post-doctoral scholars

- ‡* Li, Q., and **S. Zhao**. 2025. Access to SNAP-Authorized Retailers and Diet Quality Among SNAP Recipients. *JAMA Health Forum*. Accepted.
- ‡ **Zhao, S.**, Li, Q., Chai, Y., and Y. Zheng. 2025. Nutritional Content of Ready-to-Eat Breakfast Cereals Marketed to Children. *JAMA Network Open*. Accepted.
- Katare, B., Yenerall, J., **Zhao., S.**, and X. Wang. 2025. Novel Approaches to Analyze Consumer Behavior and Policies to Promote Healthy and Sustainable Consumption. *Agricultural Economics*. Accepted.
- Chenarides, L., Cuffey, J., Li, W., **Zhao, S.**, and B. Adamo. 2025. Consumer Spending on Plant-Based Meat Alternatives. *Choices*, 39(3), 1-6.
- §Gibson, O.L., **Zhao. S.**, Adam. E., and C.J. Stowe, 2025. National Survey Reveals Elastic Price Sensitivity for Select Equine Veterinary Services. *Journal of the American Veterinary Medical Association*, 263(2): 235-239.
- Katare, B., and **S. Zhao**. 2024. Behavioral Interventions to Motivate Dietary Shifts toward Plant-Based Diet in an Online Shopping Environment. *Proceedings of the National Academy of Sciences of the United States of America (PNAS)*, 121(50), p.e2319018121.
- §‡ Varziri, A., **Zhao, S.**, and T. Woods. 2024. Cage-Free, Free-Range, or Pasture-Raised? Consumer Preferences for Happy Hens. *Agribusiness*, Published Online.
- Liang, W., Li, W., Li, Q. and **S. Zhao**. 2024. Intrahousehold Resource Allocation and Child Food Poverty in the United States. *Review of Economics of the Household*, 1-20.
- §Hosni, H., Segovia, M., **Zhao, S.**, Palma, M.A. and T. Skevas. 2024. Improving consumer understanding of pesticide toxicity labels: experimental evidence. Scientific reports, 14(1), p.17291.
- § Nouve. Y., **Zhao, S.**, and Y. Zheng. 2024. Decoding the Misconception: Exploring Measurement Bias in Self-Rated Assessments of Diet Quality. *Food Quality and Preferences*. Published Online, 120: 105234.
- §‡ Lee, K., and **S. Zhao.** 2024. Do Household Headship and Gender Affect Diet Quality under the Supplemental Nutrition Assistance Program (SNAP). *American Journal of Health Promotion*, 38(3), 349-354.
- ‡ **Zhao, S.**, Segovia, M. S., Palma, M. A., Nayga Jr, R. M., and R. L. Rainey. 2023. Do Consumers Support Beginning and Female Farmers. *Journal of the Agricultural and Applied Economics Association*, 2(3), 582-596.
- Li, Q., **Zhao, S.**, Çakır, M., and Z. Yu. 2023. Association of Supplemental Nutrition Assistance Program Retailers with Child Food Insecurity during the COVID-19 Pandemic. *JAMA Pediatrics*, 177(4), 430-31.
- **‡ Zhao, S.**, Wang, L., Hu, W., and Y. Zheng. 2023. Meet the Meatless: Demand for New Generation Plant-Based Meat Alternatives. *Applied Economic Perspectives and Policy*, 45(1): 4-21.
- Cuffey, J., Chenarides, L., Li, W., and **S. Zhao**. 2023. Consumer Spending Patterns for Plant-Based Meat Alternatives. *Applied Economic Perspectives and Policy*, 45(1): 63-85.

- ‡ Katare, B., **Zhao, S.**, Cuffey, J., Marshall, M., and C. Valdivia. 2022. Preferences toward COVID-19 Diagnostic Testing Features: Results from a National Cross-Sectional Survey. *American Journal of Health Promotion*, 36(1), 185-89.
- **‡ Zhao, S.**, Lai, Y., Ye, C., and K. Lee. 2022. Machine Learning Applications in Household-Level Demand Prediction. *Applied Economics Letters*, 1-7.
- Zheng, Y., Wang, L., **Zhao, S.**, and W. Hu. 2022. Product Sales and Unintentional Name Association With the Coronavirus Pandemic. *Journal of the Agricultural and Applied Economics Association*, 1(2), 136-50.
- Cuffey, J., Lepczyk, C., **Zhao, S.**, and N. Fountain-Jones. 2021. Cross-Sectional Association of Toxoplasma Gondii Exposure with BMI and Diet in US Adults. *PLoS Neglected Tropical Diseases*, 15(10), e0009825.
- **‡ Zhao, S.**, and C. Yue. 2020. Risk Preferences of Commodity Crop Producers and Specialty Crop Producers: An Application of Prospect Theory. *Agricultural Economics*, 51(3), 359-72.
- ‡ **Zhao, S.**, and C. Yue. 2020. Investigating Consumer Community Supported Agriculture Purchasing Decision: An Application of Cumulative Prospect Theory. *Journal of Agricultural and Resource Economics*, 45(1), 124-44.
- Zhou, R., Yue, C., **Zhao, S.**, Gallardo, K., McCracken, V., Luby, J., and J. McFerson. 2018. Using Market Segmentation Analysis to Identify Consumer Preferences for Fresh Peach Attributes. *HortScience*, 53(11), 1664-68.
- Choi, J., Yue, C., Luby, J., **Zhao, S.**, Gallardo, K., McCracken, V., and J. McFerson. 2017. Estimation of Market Equilibrium Values for Apple Attributes. *China Agricultural Economic Review*, 10(1), 135-51.
- Yue, C., **Zhao, S.**, Gallardo, K., McCracken, V., Luby, J., and J. McFerson. 2017. U.S. Growers' Willingness to Pay for Improvement in Rosaceous Fruit Traits. *Agricultural and Resource Economics Review*, 46(1), 103-22.
- **Zhao, S.**, Yue, C., Luby, J., Gallardo, K., McCracken, V., McFerson, J., and D. R. Layne. 2017. U.S. Peach Producer Preference and Willingness to Pay for Fruit Attributes. *HortScience*, 52(1), 116-21.
- **Zhao, S.**, Yue, C., Meyer, M. H., and C. R. Hall. 2016. Factors Affecting U.S. Consumer Expenditures of Fresh Flowers and Potted Plants. *HortTechnology*, 26(4), 484-92.
- Yue, C., **Zhao, S.**, Cummings, C., and J. Kuzma. 2015. Investigating Factors Influencing Consumer Willingness to Buy GM Food and Nano-Food. *Journal of Nanoparticle Research*, 17(7), 1-19.
- ‡ Yue, C., **Zhao, S.**, and J. Kuzma. 2015. Heterogeneous Consumer Preferences for Nanotechnology and Genetic-Modification Technology in Food Products. *Journal of Agricultural Economics*, 66(2), 308-328.
- Wang, Y., **Zhao, S.**, Yang, Z., and D. J. Liu. 2015. Food versus Crude Oil: What do Prices Tell Us? Evidence from China. *China Agricultural Economic Review*, 7(3), 435-447.

Book Chapters

Zhao, S., Yue, C., and J. Kuzma. 2020. Consumer Expectations and Attitudes toward Nanomaterials in Foods. In Handbook of Food Nanotechnology (pp. 705-733). Elsevier.

Extension Publications

Woods, T., **S. Zhao**, A. Varziri, and C. Dant. Kentucky Dairy Product Shoppers: Perceptions of Local Sourcing and the Environment. Economic and Policy Update (23):6, Department of Agricultural Economics, University of Kentucky, June 29, 2023.

<u>Under Review/Working Paper</u>

- **Zhao, S.**, Li, Q., Cuffey, J., Li, W., and B. Katare. Equity in Nutrition: Assessing School Meals Participation and Children's Diet Quality. Under Review at *Economics and Human Biology*.
- **Zhao, S.**, Segovia, M., and R. Nayga. The Mediating Effect of Cognitive Load on Economic Decision-Making under Scarcity. Under Review at the *Journal of Economic Science Association*.
- Nouve. Y., Zheng., **Zhao, S.**, Kaiser, H., and D. Dong. Limited Potential of Plant-Based Meat Alternatives to Significantly Reduce Animal Meat Consumption in the United States. Under Review at *Applied Economic Perspectives and Policy*.
- Cuffey. J., and **S. Zhao**. Time Preferences under Scarcity: An Examination of Monetary and Food Choices. Under Review at *Food Quality and Preference*.
- Varziri, A., **Zhao, S.**, and T. Woods. Consumer Preferences toward Local vs. Carbon: A Study of Value-added Dairy Products. Revise and Resubmit at the *Agricultural Economics*.
- Palash, P.D., **Zhao, S.**, Li, W., and H. Wang. Double Hurdle Latent Class Growth Model: An Application in Consumer Responses to the Introduction of Plant-Based Meat Alternatives. Revise and Resubmit at *Agribusiness*.
- Feizy, S., Cuffey, J., Katare, B., and **S. Zhao.**.Disparities in A1c: Does SNAP Participation Moderate Racial Disparities in A1c Levels? Under review at *Health Equity*.
- Palash, P.D., **Zhao, S.**, Li, W., and H. Wang. Double Hurdle Latent Class Growth Model: An Application in Consumer Responses to the Introduction of Plant-Based Meat Alternatives
- Gardner, G., **Zhao, S.**, and G. Sampson. Misalignment in Carbon Credit Programs: Insights from Producer Preferences for Cover Crop and No-Till Contracts. Under Review at *Australian Journal of Agricultural and Resource Economics*.
- Rossi, J.J., Woods, T., and **S. Zhao**. Understanding Consumer Values of Participants in a Cost-Offset Community Supported Agriculture (CSA) Program. Revise and Resubmit to the *Journal of Agriculture, Food Systems, and Community Development*.
- Sisha, T.A., **Zhao, S.**, and Y. Zheng. Psychological Well-Being and Child Tax Credit: Comparative Assessment of Payment Approaches. Submitted to *Economics Letters*.
- Stowe, J., Gibson, O.L., and **S. Zhao**. Determinants of Willingness to Pay for Equine Veterinary Services. Under Review at *Journal of Agricultural and Applied Economics*.

GRANTS

Currently Funded: \$1,598,488 (Direct Control as PI); \$3,094,327 (Total)

Title of Project: Universal Free School Meals for America's Youth: Evidence from the Community

Eligibility Provision on Food Spending, Diet Quality, and Health

Source of Support: USDA NIFA Agriculture and Food Research Initiative (AFRI)

Amount of Request: \$799,990 (Total and Direct Control)

Effective and Expiration Dates: 2024-2028 **Role: PI** (with Co-PIs Li, Q., and Thompson, M.)

Title of Project: A Comprehensive Study of Non-GMO and Bioengineered Disclosures: Consumer

Preference, Producer Impact, and Certifier Choice

Source of Support: USDA NIFA AFRI – Economics, Market, and Trade

Amount of Request: \$799,970 (Total) **Effective and Expiration Dates**: 2024-2027

Role: Co-PI (with PI Zheng, Y., and Co-PIs Mark, T., Kolodinsky, J., and Hu, L.)

Title of Project: Assessing Opportunities and Challenges of Plant-Based Meat Alternatives: A Comprehensive Analysis of Consumer Preferences, Market Trends, and Production Responses

Source of Support: USDA NIFA Agriculture and Food Research Initiative (AFRI)

Amount of Request: \$649,886 (Total and Direct Control)

Effective and Expiration Dates: 2022-2024

Role: PI (with Co-PIs Pates N., Woods T., A., Mark T., Zheng Y.)

Title of Project: 2022 Southeast Dairy Business Innovation Initiative

Source of Support: USDA NIFA Agricultural Marketing Service

Amount of Request: \$7,053,333 (Total); \$148,612 (Direct Control, Sub-Award Total)

Effective and Expiration Dates: 2022-2025

Role: Co-PI (with PI Eckelkamp, E. and 30 other Co-PIs and Co-Is)

Title of Project: Southeast Dairy Business Innovation Initiative - American Rescue Plan

Source of Support: USDA NIFA Agricultural Marketing Service

Amount of Request: \$19,000,000 (Total); \$408,685 (Sub-Award Total)

Effective and Expiration Dates: 2022-2026

Role: Co-I (with PI Eckelkamp, E., Co-PI Woods, T., and 33 other Co-PI/Is)

Title of Project: 2021 Southeast Dairy Business Innovation Initiative

Source of Support: USDA NIFA Agricultural Marketing Service

Amount of Request: \$6,133,333 (Total); \$166,944 (Sub-Award Total)

Effective and Expiration Dates: 2021-2024

Role: Co-I (with PI Eckelkamp, E., Co-PI Woods, T., and 33 other Co-PI/Is)

Title of Project: Integrating Post-Covid Cut Flower Demand into Market Education

Source of Support: KY Department of Agriculture

Amount of Request: \$120,240 (Total) **Effective and Expiration Dates**: 2021-2025

Role: Co-I (with PI Woods, T. and Co-I Columbia, S.)

Completed: \$24,688 (Direct Control as PI); \$75,592 (Total)

Title of Project: Are There Racial Disparities in Monthly Glucose Cycle? The Role of SNAP

Participation, Payment Timing, and Food-Related Hardship on Diabetes Control

Source of Support: CHET/UNITE, University of Kentucky **Amount of Request**: \$24,688 (Total and Direct Control)

Effective and Expiration Dates: 2021-2022

Role: PI

Title of Project: The Impact of COVID-19 on Food Access **Source of Support**: UK CURE COVID-19 Pilot Program

Amount of Request: \$10,000 (Total)

Effective and Expiration Dates: 2021-2022

Role: Co-I (with PI Zheng, Y.)

Title of Project: Motivating Children's Healthy Eating in School: Monetary Incentives and Framing **Source of Support**: Mizzou Research and Creative Works Strategic Investment Program Tier 3

Amount of Request: \$30,000 (Total and Shared Control)

Effective and Expiration Dates: 2020-2022

Role: Co-PI (with PI Segovia, M. and Collaborator Nayga, R.M.)

Title of Project: Modeling Crop Insurance Coverage Decision **Source of Support**: Research Council Grant, University of Missouri

Amount of Request: \$10,904 (Total and Shared Control)

Effective and Expiration Dates: 2019-2020

Role: Co-PI (with PI Skevas, T.)

Pending: \$2,259,573 (Total)

Title of Project: PARTNERSHIP: Developing an E-Commerce Platform for Consumer Research: Partnership to Optimize Online Grocery Shopping Research in Agriculture and Applied Economics

Source of Support: USDA NIFA Agriculture and Food Research Initiative (AFRI)

Amount of Request: \$800,000

Effective and Expiration Dates: 2025-2028

Role: Co-PI (with PI Katare, B., and Co-PI Howes, H.)

Title of Project: The State of Solar: An Empirical Assessment of the Environmental and Financial

Outcomes of Solar in the United States

Source of Support: USDA NIFA Agriculture and Food Research Initiative (AFRI)

Amount of Request: \$659,573

Effective and Expiration Dates: 2025-2028

Role: Co-I (with PI Pates, N., and Co-PI/Is Mark, T., Buck, S., Sampson, G., and Yun, S.D.)

Title of Project: The State of Solar: An Empirical Assessment of the Environmental and Financial

Outcomes of Solar in the United States

Source of Support: USDA NIFA Agriculture and Food Research Initiative (AFRI)

Amount of Request: \$800,000

Effective and Expiration Dates: 2025-2028

Role: Co-I (with PI Barzee, T., and Co-PI/Is Mark, T., Morgan, M., and DeBolt, S.)

TEACHING

Department of Agricultural Economics, University of Kentucky

AEC 500 – Applied Consumer Economics: Spring 2022-...

Teaching Evaluation: 4.8/5 (2022)

AEC 490 - Applied Data Analysis: Spring 2021-...

Teaching Evaluation: 4.7/5 (2021)

AEC 300 - Special Topics in Agricultural Economics: Spring 2023-...

Division of Applied Social Science, University of Missouri

AAE 9040 – Advanced Microeconomics Theory and Application: Fall 2018-19

Teaching Evaluation: 4.7/5 (2018); 4.9/5 (2019)

Department of Applied Economics, University of Minnesota

APEC3480 – Applications of Excel in Economics and Management: Fall 2017

Teaching Evaluation: 5.8/6

SERVICE AND PROFESSIONAL ACTIVITIES

<u>Iournal Editorship</u>

Special Issue Editor: Applied Economic Perspectives and Policy

Member of Editorial Council: *Journal of Agricultural and Applied Economics*

Grant Review Service

Review Panel: USDA National Institute of Food and Agriculture Competitive Grants Program, Peer

review panel for Economics, Market, and Trade.

Professional Service

VP of Communication: Food Distribution Research Society (FDRS), 2022-2025

Treasurer: AAEA Institutional and Behavioral Economics Section (IBES), 2022-2025

Abstract Reviewer: EAAE Congress, AAEA Annual Meeting, AAEA IBES Best Paper Award, AAEA

Health Economics Section Paper Competition, FDRS Annual Conference, FDRS Student Competition, FDRS Best Master's Thesis Competition, SAEA Annual Conference, SAEA

Best Master's Thesis Competition

University-Level Service

Panel Presenter, Economics and Law, UNITE Research Showcase, University of Kentucky, 2023 Academic Teaming Panel, 1st Annual UNITE Predoctoral Retreat, University of Kentucky, 2024 Judge, UNITE Research Showcase Poster Session, University of Kentucky, 2024

AEC Department-Level Service

Organizer, AEC Alumni Seminar Series, 2025

Faculty Adviser, Agricultural Economics Academic Competition Team, 2024-...

Faculty Adviser, FDRS Student Marketing Competition, 2024

Graduate Program Committee, 2023-...

Undergraduate Program Committee, 2020-2023

Conference Facility Renovation Committee, 2021-2022

Special Doctoral Prelim Exam Committee, 2022

Hiring Committee for Regional Economics Faculty Position, 2022-2023

Peer-Reviewed Referee

European Economics Review, American Journal of Agricultural Economics (x4), Food Policy (x2), European Review and Agricultural Economics (x2), Review of Development Economics, Agricultural Economics, Agribusiness: An International Journal (x3), China Agricultural Economics Review, Sustainability, HortScience, Journal of Agricultural and Applied Economic Association (x3), Journal of Agricultural and Resource Economics, Food and Humanity, Public Health Nutrition, International Journal of Agricultural Sustainability, Journal of Marketing Analytics, International Food and Agribusiness Management Review (x2), American Journal of Health Promotion, Journal of Food Distribution Research, PLoS ONE, Journal of Asian Economics, British Food Journal, Choices, Agribusiness (x3), Food Control, Journal of Public Health

Affiliations

American Economic Association, Economic Science Association, Agricultural and Applied Economics Association, Southern Agricultural Economics Association, Food Distribution Research Society

PRESENTATIONS

- 2024 Annual Conference of Food Distribution Research Society, Puerto Rico
 Department of Agricultural Economics, University of Tennessee, Knoxville, TN
 Graduate Institute of Bio-Industry Management, National Chung Hsing University
 Agricultural and Applied Economics Association (AAEA) Annual Meeting, New Orleans, LA
 Department of Population Health Sciences, University of Utah, Salt Lake City, UT
 Southern Agricultural Economics Association (SAEA) Annual Meeting, Atlanta, GA
- Department of Agricultural Economics, National Taipei University
 Agricultural and Applied Economics Association (AAEA) Annual Meeting, Washington, D.C.
 European Association of Agricultural Economics (EAAE) Congress, Rennes, France
 Southern Agricultural Economics Association (SAEA) Annual Meeting, Oklahoma City, OK
 The UNited In True racial Equity (UNITE) Research Showcase, University of Kentucky
- 2022 Economic Science Association (ESA) North American Meeting, Santa Barbara, CA Agricultural and Applied Economics Association (AAEA) Annual Meeting, Anaheim, CA Southern Agricultural Economics Association (SAEA) Annual Meeting, New Orleans, LA The Advanced with Field Experiment 2022 Conference, U. Chicago, IL
- 2021 National Agricultural Marketing Summit, USDA AMS, Grapevine, TX
 Clinical Research Update, UK Center for Clinical and Translational Science, Lexington, KY
 Agricultural and Applied Economics Association (AAEA) Annual Meeting, Austin, TX
- 2020 Agricultural and Applied Economics Association (AAEA) Annual Virtual Meeting Southern Agricultural Economics Association (SAEA) Annual Meeting, Louisville, KY
- 2019 Southern Agricultural Economics Association (SAEA) Annual Meeting. Birmingham, AL
- 2018 The Division of Applied Social Science, University of Missouri, Columbia, MO Department of Agricultural Economics, Zhejiang University, Hangzhou, China School of Economics and Business, China Agricultural University, Beijing, China School of Economics and Business, Huazhong Agricultural University, Wuhan, China
- 2017 Agricultural and Applied Economics Association (AAEA) Annual Meeting, Chicago, IL International Turfgrass Society, New Brunswick, NJ

- American Floral Endowment (AFE), Invited Workshop, Quito, Ecuador Agricultural and Applied Economics Seminar, Applied Economics, University of Minnesota
- 2016 Agricultural and Applied Economics Association (AAEA) Annual Meeting, Boston, MA American Society for Horticultural Science (ASHA) Annual Meeting, Atlanta, GA
- 2014 Agricultural and Applied Economics Association (AAEA) Annual Meeting, Minneapolis, MN

SELECTED MEDIA COVERAGE

"USDA grant to fund Ky research team's look at impacts of free school meal programs" <u>WKMS</u>, 2025 "digital "nudges" in online grocery shopping promote plant-based choices, research finds "Vegconomist, 2025

"Meat industry not threatened by plant-based alternatives, study suggests" Ohio State News, 2022

"Meat alternative sales are up, but not enough to bite into meat sales" St. Louis Public Radio, 2022

"UK research: Plant-based meat alternatives growing but not enough to impact beef industry"

<u>Times-Tribune</u>, 2022

"Free COVID-19 tests available to order as U.S. website launches Wednesday" Spectrum News, 2022

GRADUATE AND POST-GRADUATE ADVISING

Postdoctoral Scholar Advising

Hanin Hosni, PhD. Graduated from the University of Nebraska-Lincoln, 2025-...

Azita Varziri, PhD. Graduated from the University of Kentucky, 2023-...

Yawotse Dzidula-Enyo Nouve, PhD. Graduated from the University of Georgia, 2022-...

Keehyun Lee, PhD. Graduated from Texas A&M University, 2021-2023

Graduate Advising

Teshager Sisha, PhD, Expected 2025

Joseph W. Lucas, MS, Expected 2025

Scarlett Collins, MS, Expected 2025

Saber Feizy, PhD, 2022 (Post-doctoral Researcher, College of Medicine, University of Kentucky)

Committee Member

Isaac D'Souza, MS, Expected 2025

Savannah Columbia, MS, Expected 2025

Olivia Gibson, MS, 2024

Favour Esene, MS, 2023

Azita Varziri, PhD, 2022 (Postdoc Researcher, University of Kentucky)

Leo Kyaw Zin, MS, 2022

Solomon Odiase, MS, 2022 (Project Manager – Enterprise Data Analytics, American Express)

Laxmi Devi Adhikari, MS, 2022 (PhD in Agricultural Economics, Purdue University)

Lingxiao Wang, PhD, 2021 (Postdoctoral Research Associate, University of Wisconsin-Madison)

Lan Tran, PhD, University of Missouri, Columbia, 2022

Emma Boase, MS, University of Missouri, Columbia, 2018 (Manager, PwC New Zealand)