

Mark Traynor, Ph.D.

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EDUCATION

- 2009 - 2013** Doctor of Philosophy (Ph.D.)
School of Culinary Arts and Food Technology,
Dublin Institute of Technology (DIT), Cathal Brugha Street, Dublin 1, Ireland.
Subject area: culinary arts, culinary science & food product development.
Dissertation Title: Innovative Food Product Development using Molecular
Gastronomy; A Focus on Flavour and Sensory Evaluation.
Research: Theoretical and practical application of the principles and theories of
Molecular Gastronomy to the development of novel food products.
- 2006 - 2009** Bachelor of Arts, BA (Honors) Degree in Culinary Arts
Dublin Institute of Technology (DIT),
Cathal Brugha Street, Dublin 1, Ireland.
Award: First Class Honors Degree (Summa Cum Laude).
- 2004 - 2006** Higher Certificate in Culinary Arts; Catering for Health
Dublin Institute of Technology (DIT),
Cathal Brugha Street, Dublin 1, Ireland.
Award: Higher Division Merit (Upper Division).

ACADEMIC EMPLOYMENT EXPERIENCE

- July 2019 – present** Associate Professor and Program Coordinator Culinary Science in
Hospitality Management, Dept Dietetics, Nutrition, and Hospitality,
Hospitality Management, College of Human Sciences, Auburn University.
- Jan 2016 – July 2019** Assistant Professor, Hospitality and Tourism Management
Florida International University.
- Jan - Dec 2015** Chair and Interim Program Director
Culinology and Hospitality Management Department
Southwest Minnesota State University.
- 2013 - 2015** Assistant Professor of Culinology
Culinology and Hospitality Management Department
Southwest Minnesota State University.

- 2009 - 2013** Culinary Arts Student Tutor for Disability Services
Dublin Institute of Technology, Dublin, Ireland.
- 2009 - 2013** Teaching assistant for culinary science classes
Dublin Institute of Technology, Dublin, Ireland.
- Jan-May 2012** Lecturer in Fundamental Molecular Gastronomy
Dublin Institute of Technology, Dublin, Ireland.

Teaching Experience:

Florida International University		Students	Credit
Fall 2018	HMG 6478 Restaurant Development (Graduate)	31	3
Fall 2018	HFT 3263 Restaurant Management	48	3
Fall 2018	HFT 3263 Foodservice Trends and Challenges	19	3
Summer 2018	HFT 3263 Restaurant Management	40	3
Spring 2018	HMG 6478 Restaurant Development (Graduate)	35	3
Spring 2018	HFT 3263 Restaurant Management	55	3
Spring 2018	HFT 3263 Foodservice Trends and Challenges	17	3
Fall 2017	HFT 3263 Restaurant Management	52	3
Fall 2017	HFT 3263 Foodservice Trends and Challenges	26	3
Summer 2017	FSS 3233C Institutional Food Service Production	19	3
Summer 2017	HFT 3263 Restaurant Management	39	3
Spring 2017	HFT 3233C Institutional Food Service Production	21	3
Spring 2017	FSS 3263 Restaurant Management	39	3
Spring 2017	HFT 4833 Culinary Innovation and Entrepreneurship	9	3
Fall 2016	HFT 3233C Institutional Food Service Production	31	3
Fall 2016	FSS 4234C Advanced Food Production Management	12	3
Fall 2016	HFT 4833 Culinary Innovation and Entrepreneurship	22	3
Summer 2016	FSS 4234C Advanced Food Production Management	11	3
Spring 2016	FSS 4234C Advanced Food Production Management	19	3
Spring 2016	FSS 4234C Advanced Food Production Management	17	3

Spring 2016 HFT 4833 Culinary Innovation and Entrepreneurship 17 3

Southwest Minnesota State University

Credits

Fall 2015	CULG 100 Introduction to Culinology	1
Fall 2015	CULG 200 Culinary Essentials	4
Fall 2015	CULG 200 Culinary Essentials	4
Fall 2015	CULG 310 Introduction to Food Science	3
Fall 2015	CULG 294 Independent Study	3
Summer 2015	CULG 498 Internship 1	1-9
Summer 2015	CULG 499 Internship 2	1-9
Summer 2015	HOSP 498 Internship 1	1-9
Summer 2015	HOSP 498 Internship 2	1-9
Summer 2015	HOSP 498 Internship 3	1-9
Spring 2015	CULG 200 Culinary Essentials	4
Spring 2015	CULG 200 Culinary Essentials	4
Spring 2015	CULG 294 Independent Study	3
Fall 2014	CULG 210 Culinary Essentials	4
Fall 2014	CULG 210 Culinary Essentials	4
Fall 2014	CULG 400 Culinary Trends and Innovations	2
Spring 2014	CULG 200 Culinary Essentials	4
Spring 2014	CULG 200 Culinary Essentials	4
Spring 2014	CULG 360 Food Sensory Evaluation	3
Spring 2014	HOSP 301L Restaurant Food Operations Lab	3
Fall 2013	CULG 210 Advanced Culinary Arts	4
Fall 2013	CULG 210 Advanced Culinary Arts	4
Fall 2013	CULG 390 Food Product Development 1	3
Fall 2013	CULG 410 Food Chemistry and Analysis	3

Dublin Institute of Technology

Spring 2012 Fundamental Molecular Gastronomy 1

Course Development

Course	Description
HFT 3263 Restaurant Management (FIU)	Hybrid version (Fall 2018)
CULG 400 Culinary Trends and Innovations (SMSU)	New course offering (Fall 2014)

Additional Educational Training and Professional Development:

Florida International University

2018	Hybrid Course Teaching Pilot Program.
2018	PhD and Early Career Research Symposium – Hospitality and Tourism, EuroChrie Conference.
2018	Center of Advancement in Teaching Workshop: Improvement in Teaching Practices.
2018	Canvas Course Design Training.
2018	Canvas Custom Workshop.
2018	Canvas Assignments and Quizzes Training.
2017	Voice Thread Demo and Open Lab Training.
2016	American Council on Education – Effective Teaching Practices Pilot Program.
2016	Global Learning Course Instruction Workshop.

Southwest Minnesota State University

2014	Certified ServSafe Instructor and Registered ServSafe Examination Proctor National Restaurant Association. Awarding body: National Restaurant Association, USA
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Dublin Institute of Technology

2013	Module ‘Public Health Nutrition’, Agri-Food Graduate Development Program. Awarding body: University College of Dublin, Ireland.
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INDUSTRY EXPERIENCE

May-Sept 2014	General Manager Bracco World Café and Island Bar Iowa, USA.
2005 to 2009	Chef de Partie Mater Private Hospital, Dublin. Ireland.
May-Sept 2008	Commis Chef Restaurant Eve

Virginia, USA.

- July- Sept 2007** Restaurant server,
Dine with Shamu, SeaWorld, San Diego, California, USA.
- April-July 2007** Commis Chef
One Pico
Dublin, Ireland.
- 2001 to 2005** Commis Chef
Arnotts Plc.,
Dublin, Ireland.

SCHOLARLY WORK

Refereed Academic Publications

- Traynor, M. P.**, Can, C., & Kitterlin, M. (2019). Contracting school meal in a rural Florida district, *International Hospitality Review*. Link <https://doi.org/10.1108/IHR-11-2018-0022>
- Beckman, E., & **Traynor, M. P.** (2019). Utilizing trade market analysis to identify the economic impact of a multiday special event in Miami Beach, Florida. *Tourism Economics*, 25(2). Link: <https://doi.org/10.1177/1354816618800194>
- Traynor, M. P.**, & Ahmad, I. (2018). Impact of a Commercially Available Ion-Exchange Resin Treatment on the Taste, pH, Color and Oxidation-Reduction Potential Properties of Red Wine. *Journal of Food Science and Technology*, 55 (12), 4859 – 4866. Link: <https://doi.org/10.1007/s13197-018-3420-7>
- Traynor, M. P.**, Burke, R., O’Sullivan, M., Hannon, J., & Barry-Ryan, C. (2013). Sensory and chemical interactions of food pairings (basmati rice, bacon and extra virgin olive oil) with banana, *Food Research International*, 54 (1), 569-577. Link: <https://doi.org/10.1016/j.foodres.2013.07.050>
- Traynor, M. P.**, Burke, R., Friaz, J. M., Gaston, E., & Barry-Ryan, C. (2013). Formation and stability of an oil in water emulsion containing lecithin, xanthan gum and sunflower oil, *International Food Research Journal*, 20 (5), 2173-2181. Link: <http://arrow.dit.ie/tfschafart/131/>
- Traynor, M. P.**, Burke, R., Brunton, N., & Barry-Ryan, C. (2012). Response Surface Methodology guided release of two acetate volatiles from an oil in water emulsion, *Journal of Culinary Science & Technology*, 10 (3), 223–238, 2012. Link: <https://doi.org/10.1080/15428052.2012.706137>

Valverde, J., Burke, R., & **Traynor, M. P.** (2011) Molecular Gastronomy in Ireland, *Journal of Culinary Science & Technology*, 9 (4), 205-211. 2011. Link: <https://doi.org/10.1080/15428052.2011.629154>

Work in Progress Refereed Academic Publications

- Traynor, M. P.**, Martin, D., Ahmad, I., & Alonso Jr., M. (under-revision). Factors that impact the selection of functional ingredients in food manufacturing: a mixed-methods study. *British Food Journal*.
- Traynor, M. P.**, Moreo, A., Cain, L., Burke, R., & Barry-Ryan, C. (under-revision). Exploring Attitudes and Reactions to Unfamiliar Food Pairings; an examination of the underlying motivations and the impact of culinary education, *International Journal of Gastronomy and Food Science*.
- Traynor, M. P.**, Alonso, M. Jr., & Zhu, J. (under preparation). Applying machine learning towards modeling tourist visitor expenditure, *Tourism Management*. Expected submission January 2019.
- Traynor, M. P.**, Moreo, A., & Cain, L. (under preparation). Food Science as a catalyst for a prosperous future: addressing the current and emerging global challenges, demands, and opportunities. *Journal of Culinary Science & Technology*. Expected submission January 2019.
- Traynor, M. P.**, Ahmad, I., & Alonso, M. (under preparation). Data mining approach to the understanding of technical requirements and the selection of hydrocolloids for food manufacturing. *Food Research International*. Expected submission February 2019.
- Ahmad, I., & **Traynor, M. P.** (under preparation). The effect of high-pressure processing (HPP) and sous vide cooking combination on sensorial and textural properties of fresh white shrimp (*Litopenaeus setiferus*). *Food Science and Technology (LWT)*. Expected submission July 2019.

Book Chapters

- Traynor, M. P.**, & Ahmad, I. (under review). The science of sour dough bread. In: *Handbook of Molecular Gastronomy: scientific foundations and culinary applications*, CRC Press. Editors: Christophe Lavelle, Róisín Burke, Alan Kelly, & Hervé This.

PROFESSIONAL PRESENTATIONS

Peer Reviewed Conference Proceedings and Presentations

- Moreo, A., **Traynor, M. P.**, & Beldona., S. (2019). Food involvement behavior; a roundtable discussion. Presented at 2019 ICHRIE, New Orleans, LA.
- Moreo, A., **Traynor, M. P.**, & Beldona., S. (2019). The relationship between food involvement and behavioral characteristics in food enthusiasts; a work-in-progress study using semi-structured interviews with food enthusiasts. Presented at 2019 Southeast, Central, and South America (SECSA) Federation's Conference, ICHRIE, Sarasota, FL.
- Traynor, M. P.**, & Alonso Jr., M. (2018). Work in progress: applying machine learning towards modelling tourist visitor expenditure. Proceedings from the EuroCHRIE 2018 conference, Dublin, Ireland, 07-09 November, 2018.
- Ahmad, I., & **Traynor, M. P.** (2018). Assessment of a novel inventory rotation policy using an empirical distribution function (edf) for frozen shrimp supply chain. Proceedings from the North American Conference on Industrial Engineering and Operations Management, Washington, DC.
- Traynor, M. P.**, & Beckman, E. (2018). Exploring the economic impact of a large-scale event (wine and food festival) on an urban tourist destination, Proceedings from the 2018 Southeast, Central, and South America (SECSA) Federation's Conference, ICHRIE, Knoxville, TN.
- Traynor, M. P.**, Ahmad, I., & Cheng, M. (2017). The influence of an ion-exchange matrix treatment on the perceived taste preference and hedonic responses of three cabernet sauvignon wines, Proceedings from the 2017 Southeast, Central, and South America (SECSA) Federation's Conference, ICHRIE, Miami, FL.
- Burke, R., Danaher, P., & **Traynor, M. P.** (2012). The development of Molecular Gastronomy as a subject discipline at the Dublin Institute of Technology, Proceedings from the Dublin Gastronomy Symposium.
Link: <http://arrow.dit.ie/dgs/2012/june512/10/>

Professional Presentations

- Traynor, M. P.** (2018). Workshop on US trends in food and beverage ingredients and products. For USDA FAS Cochran Training Program, Organized and e-retailing in the US for Panama, Costa Rica and Caribbean.
- Traynor, M. P.** (2018). Workshop on US trends in food retail. For USDA FAS Cochran Training Program, Trends in US Food and Beverage retail market for Philippines.

Cheng, M., & **Traynor, M. P.** (2013). Closing the gap between the culinary gold standard and the commercialization process; Product development with Culinology 4.0, oral presentation: Minnesota Institute of Food Technologist, November meeting, 2013, Minneapolis, Minnesota.

Poster Presentations

Walker, K. Kontio, S., Briggs, B., Abu Samah, S, Rammelsberg, J., **Traynor, M. P.**, & Amin, S. (2015). The use of technical ingredients in matching a Frozen Commercialized Product with a Restaurant Style Gold Standard. Presented at the Annual Research Chefs Conference, New Orleans, Louisiana OR.

Bonner, N., Iserman, E., **Traynor, M.**, Amin, S., & Hobson, A. (2014). Consumer acceptability and preference of a novel pea protein supplement shake in comparison to whey and soy protein supplement shake.

Traynor, M. P., Burke, R., & Barry-Ryan, C. (2014). Innovative food product development using Molecular Gastronomy; a focus on flavor and sensory evaluation. Poster presentation at the RCA annual conference, Portland, Oregon. Award: 1st prize, Professional category.

Traynor, M. P., Burke, R., & Barry-Ryan, C. (2013). Development of novel flavored ice creams: The who and why of consumer acceptability, poster presentation at the RCA annual conference, Charlotte, North Carolina. Award: 1st prize, Product Development category.

Traynor, M. P., Burke, R., Brunton, N., & Barry-Ryan, C. (2012). Effect of salt concentration and pH on the release of two banana volatiles from a model emulsion system, poster presented at the RCA annual conference, San Antonio, Texas. Award: 1st prize, Scientific Research category.

Traynor, M. P., Burke, R., Friaz, J. M., Gaston, E., & Barry-Ryan, C. (2011). Influence of soy lecithin, xanthan gum and sunflower oil concentrations on the formation and stability of an oil-in-water emulsion, poster presented at the RCA annual conference, Atlanta, Georgia. Award: 1st prize, Product Development category.

RESEARCH GRANTS

Funded Research Grants

Sept 2019 USDA-FAS Cochran Fellowship Gastronomy Education and Promoting U.S Cuisine for Ukraine.
Role: Principal Investigator.

Award body: USDA-FAS.

Grant amount: \$65,988.

Sep 2018

Investigation into the measuring the gap between restaurant industry trends and issues and academic research using Natural Language Processing.

Role: Co-Principal Investigate.

Awarding body: Internal funding at FIU: Hospitality and Tourism dept., and School of Computing and Information Sciences.

Grant amount: \$17,026.59.

July 2018

USDA-FAS Cochran Fellowship for Myanmar School Meals Program. Role: Principal Investigator.

Award body: USDA-FAS.

Grant amount: \$65,738.30.

May 2018

USDA-FAS Cochran Fellowship for Colombia – Discover American Cuisine and Media Tour.

Role: Principal Investigator.

Award body: USDA-FAS.

Grant amount: \$60,862.32.

Jan 2018

USDA-FAS Cochran Fellowship Program for Dominican Republic, Paraguay, and Malaysia – Supermarket Management.

Role: Principal Investigator.

Award body: USDA-FAS.

Grant amount: \$112,713.09.

Sept 2017

USDA-FAS Cochran Fellowship Program for Mexico and Venezuela - Restaurant Management.

Role: Principal Investigator.

Award body: USDA-FAS.

Grant amount: \$108,826.42.

May 2017

Positioning of Gelatin as a Modern Ingredient.

Role: Principal Investigator.

Award body: Industry Sponsored Research for Gelita USA Inc.

Grant amount: \$27,250.

Nov 2016

USDA-FAS Cochran Program on School Meals for Panama.

Role: Principal Investigator.

Award body: USDA-FAS

Grant amount: \$90,762.81.

- Aug 2016** Investigating the Impact of Using Nano-Pore Filters in Cabernet Sauvignon Wines on the Perceived Taste Preference and Hedonic Response.
Role: Principal Investigator.
Award body: Industry Sponsored Research for Purewine Inc.
Grant amount \$5,000.
- July 2016** USDA-FAS Cochran Program for Dominican Republic and Mexico – Postharvest Losses and Food Management System.
Role: Co-Principal Investigator.
Award body: USDA-FAS
Grant amount: \$86,818.69.
- July 2016** Dragon Fruit Research.
Role: Co-Principal Investigator.
Award body: Industry Sponsored Research for J&C Tropicals Inc.
Grant amount: \$14,300.
- April 2016** A Pilot Investigation of the Financial and Nutritional Impacts of School Food Service Privatization: A Comparative Case Study of Two Florida County School Districts.
Role: Co-Principal Investigator.
Award body: FIU Faculty Research Support Program, Pilot Program to Promote Cross-College Collaboration.
Grant amount: \$2,000.
- April 2016** USDA-FAS Cochran Fellowship Program for Colombia – Gastronomy Education and Promoting U.S. Cuisine.
Role: Co-Principal Investigator.
Award body: USDA-FAS.
Grant amount \$176,584.46.

Research Projects in Progress

Development of measure scale for food involvement.

Fellow Researchers:

Dr. Andrew Moreo, School of Hospitality and Tourism Management. FIU.

Dr. Srikanth Beldona, Dept. of Hospitality Business Management, U. of Delaware.

Investigation into the measuring the gap between restaurant industry trends and issues and academic research using Natural Language Processing.

Fellow Researcher:

Dr. Andrew Moreo, School of Hospitality and Tourism Management. FIU.

Dr. Miguel Alonso, School of Computing and Information Sciences, FIU.

Dr. Mark Finlayson, School of Computing and Information Sciences, FIU.

Dr. Srikanth Beldona, Dept. of Hospitality Business Management, U. of Delaware.

Memorandum of Understanding for data and resource sharing in place with Hospitality Business Management, University of Delaware.

Computational Gastronomy: The development of flavor and cuisine network United States using data mining techniques.

Fellow Researchers:

Dr. Miguel Alonso, School of Computing and Information Sciences, FIU.

Jia Zhu (graduate student), School of Computing and Information Sciences, FIU.

The effect of high-pressure processing (HPP) and sous vide cooking on sensorial and textural properties of fresh white shrimp (*Litopenaeus setiferus*).

Fellow Researchers:

Dr. Imran Ahmed, School of Hospitality and Tourism Management. FIU.

Dr. Benjamin Boesl, Department of Mechanical and Materials Engineering.

Project Based Learning: A case study with a Restaurant Development class.

Fellow Researchers:

Dr. Andrew Moreo, School of Hospitality and Tourism Management. FIU.

Anna Etienne, Program Director StartUp FIU Food, FIU.

PROFESSIONAL SERVICES

Service Activities - Florida International University

University Level

Spring 2019 - present	Faculty Senate, Interdisciplinary committee, University Senate
Spring 2016 - present	Committee member, Food Science Initiative Committee. Judge, South Beach Wine and Food Festival Red Robin's Golden Robin Contest (Fall 2016 – present).
Spring 2016 - present	Technical Expert, StartUp FIU Food incubator.
Spring 2016 - present	Volunteer, South Beach Wine and Food Festival.
Fall 2016	Event Coordinator, Fostering Panther Pride culinary competition.

Fall 2016 Faculty Senate, University Senate

[Departmental Level](#)

Fall 2018 Banner Marshall, School of Hospitality and Tourism Management Commencement

Fall 2018 - present Committee member, Hospitality Management Scholarship Committee.

Fall 2018 - present Committee member, Hospitality Management Graduate Curriculum Committee.

Spring 2018 - present Committee member, Hospitality Management Undergraduate Committee.

Fall 2017 Committee member, Faculty Search and Screen Committee – Microbiology Post-Doctoral Position.

Spring 2017 – present Committee member, Restaurant Management Curriculum Committee

[External Service Activities](#)

Spring 2019 External program reviewer, Culinary Arts and Food Science Center for Food and Hospitality Management, Drexel University.

Fall 2018 - present Editorial board member, Journal of Culinary Science & Technology

Fall 2018 - present Reviewer, Journal of Culinary Science & Technology.

Summer 2018 Judge, Burger and Brew Festival, City of Miramar, Florida.

Summer 2018 Reviewer, International Hospitality Review.

Spring 2019 Reviewer, 2018 ICHRIE poster submission

Fall 2016 – Fall 2017 Student Mentor, Marine Academy of Science and Technology @ FIU Biscayne Bay Campus.

[Service Activities - Southwest Minnesota State University](#)

[University Level](#)

Fall 2013 – Fall 2015 Representative, University Recruitment Fairs.

Fall 2013 – Fall 2015 Coordinator, Student food production at University Gala.

Fall 2013 – Fall 2015 Committee member, Liberal Education Committee.

Fall 2013 – Fall 2015 Committee member, Annual Gala Planning Committee.

Fall 2014 – Fall 2015 Academic Club Advisor, Culinology Club.

Fall 2014 – Fall 2015 Academic Club Advisor, Hospitality Club.

Departmental Level

- Spring 2015 – Fall 2015** Department Chair, Culinology and Hospitality Management Department.
- Spring 2015 – Fall 2015** Interim Program Director, Culinology and Hospitality Management Department.
- Fall 2015** Committee member, Serve on two search and screen committees for job postings within department of Culinology and Hospitality Management.
- Fall 2013 – Fall 2015** Academic Advisor, Culinology and Hospitality Management Department.
- Fall 2013 – Fall 2015** Mentor and Advisor, Student Culinology Competitions at Annual Research Chefs Association conferences.

External Service Activities

- Fall 2015** Guest speaker, Rotary Club, Marshall, Minnesota.
- Spring 2013 – 2015** Coordinator, Sensory evaluation practicum for Minnesota Future Farmers of America Competition.
- Fall 2013 – Fall 2015** Judge, Schwan Culinary Skills Challenge.

PROFESSIONAL ASSOCIATION MEMBERSHIP

- 2009 – present** Professional member of the Research Chefs Association.
- 2013 – present** Committee member of the Research Chefs Association (RCA) Higher Education Committee.
- 2014 – present** Professional member of the National Restaurants Association (NRA).
- 2014 – present** Professional member of the International Council on Hotel, Restaurant, Institutional Education (ICHRIE).
- 2013 – present** Professional member of the Institute of Food Technologists (IFT).
- 2009 – 2013** Professional member of the Institute of Food Science and Technology (IFST).

AWARDS AND ACHIEVEMENTS

- 2019** Best faculty-led presentation at SECSA Conference.
- Moreo, A., **Traynor, M. P.**, & Beldona., S. (2019). The relationship between food involvement and behavioral characteristics in food enthusiasts; a work-in-progress study using semi-structured interviews with food enthusiasts.

Mark Traynor PhD. Curriculum Vitae 2018

Presented at 2019 Southeast, Central, and South America (SECSA)
Federation's Conference, ICHRIE, Sarasota, FL.