

Marie Sarita Gaytán

Sociology and Gender Studies
University of Utah
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Current Position

2018- Associate Professor, Sociology and Gender Studies, University of Utah

Education

2008 PhD, Sociology, University of California, Santa Cruz

2005 MA, Sociology, University of California, Santa Cruz

1997 BA, Political Science and Sociology (with Honors), University of California, Irvine

Academic Appointments

2019-2020 Visiting Scholar, Graduate School of Business, Stanford University (fall and winter)

2011-2018 Assistant Professor of Sociology and Gender Studies, University of Utah

2013-2014 Postdoctoral Fellow, University of California Institute for Mexico and the United States (UC MEXUS), Centro de Investigaciones y Estudios Superiores en Antropología Social (CIESAS Occidente), Guadalajara, México

2010-2011 Postdoctoral Faculty Fellow, Latino Studies Program, New York University

2009-2010 Visiting Assistant Professor, Department of Sociology, Bowdoin College

2008-2009 Andrew S. Mellon Postdoctoral Teaching Fellow, Latin American Studies Program, Lewis and Clark College

Scholarship

Book

2014 Gaytán, Marie, S. *¡Tequila! Distilling the Spirit of Mexico*. Stanford, CA: Stanford University Press.

Journal Articles and Book Chapters

2021 Gaytán, Marie, S. and Matt Basso. "The Political Economy of *Puto*: Soccer, Masculinities and Neoliberal Transformation in Mexico." *Frontiers: A Journal of Women Studies*, forthcoming.

2020 Gaytán, Marie, S. "Inventing Margarita: Femininity, Fantasy, and Consumption" in Craig Owens and Stephen Schneider's (eds.), *The Shaken and the Stirred*. Bloomington: Indiana University Press: 203-223.

2019 Gaytán, Marie, S. "Extending Authenticity: Going Corporate in a Craft Market." *Poetics*, v. 77: 1-11.

- 2019 Gaytán Marie, S. "The Rise of the *Madre Abnegada* (Selfless Mother): Sara García and the National Maternal." *Meridians: Feminism, Race, Transnationalism*, v. 18, n.1: 17-40 (lead article).
- 2018 Gaytán, Marie, S. "Life of the Party: Tequila in the American Marketplace" In Martin Quinn and Joao Oliveira (eds.), *Accounting for Alcohol: An Accounting History of Brewing, Distilling and Viniculture*. London: Routledge Press: 157-171.
- 2018 Gaytán, Marie, S. "The Perils of Protection and the Promise of Authenticity: Tequila, Mezcal, and the Case of NOM 186." *Journal of Rural Studies*, v.58: 103-111.
- 2017 Gaytán, Marie, S. "The Transformation of Tequila: From Hangover to Highbrow." *Journal of Consumer Culture*, v.17, n.1: 62-84.
-Winner, Honorable Mention, Best Paper in the Social Sciences, Mexico Section, Latin American Studies Association.
- 2017 Geist, Claudia, M. Reynolds, and M. S. Gaytán. "Unfinished Business: Disentangling Sex, Gender, and Sexuality in Sociological Research on Gender Stratification." *Sociology Compass*, v.11, n.4: 1-16.
- 2017 Alemán, Sonya and Marie S. Gaytán. "'It Doesn't Speak to Me': Student of Color Resistance to Critical Race Pedagogy." *International Journal of Qualitative Studies in Education*, v.30, n.2: 128-146.
- 2016 Gaytán, Marie, S. and Sergio De La Mora. "Queening/Queering Mexicanidad: Lucha Reyes and the Canción Ranchera." *Feminist Formations*, v.28, n.3: 196-221.
- 2016 Gaytán, Marie, S. "'Una Copita Amigo': Ethnic Mexicans, Consumer Culture, and the American Marketplace." *Latino Studies*, v.14, n.4: 458-481.
- 2015 Gaytán, Marie, S. and Sarah Bowen (equal authorship). "Naturalizing Neoliberalism and the De-Mexicanization of the Tequila Industry." *Environment and Planning A*, v.47, n.2: 267-283.
- 2014 Gaytán, Marie, S. "Drinking Difference: Race, Consumption, and Alcohol Prohibition in Mexico and the United States." *Ethnicities*, v.14, n.3: 437-458.
- 2014 Camacho, Michelle, Marie S. Gaytán, and Greg Prieto. "Diversity in the Academy: On the Growing Prominence of Race and Ethnicity in the Pacific Sociological Association, 1929-2014." *The American Sociologist*, v.45, n.2: 301-318.
- 2013 Valenzuela-Zapata, Ana and Marie S. Gaytán. "Sustaining Biological and Cultural Diversity: Geographic Indications and Traditional Mezcal Production in Jalisco, Mexico." *Revue d'ethnoécologie*, v.2: 2-18.

- 2012 Bowen, Sarah and Marie S. Gaytán (equal authorship). "The Paradox of Protection: National Identity, Global Commodity Chains, and the Tequila Industry." *Social Problems*, v.59, n.1: 70-93.
-Winner, Best Paper in the Social Sciences, Mexico Section, Latin American Studies Association.
- 2012 Gaytán, Marie, S. and Ana Valenzuela-Zapata. "Más allá del mito: Mujeres, tequila, y nación." (Beyond the Myth: Women, Tequila, and the Nation). *Mexican Studies/Estudios Mexicanos*, v.28, n.1: 183-208.
- 2011 Gaytán, Marie, S. "Tequila Talk: Consumption, Gender, and the Transnational Terrain of Cultural Identity." *Latino Studies*, v.9, n.1: 62-86.
- 2011 Valenzuela-Zapata, Ana, Irma López-Muraira, and Marie S. Gaytán. "Traditional Knowledge, Agave Inaequidens Koch Conservation, and the Charro Lariat Artisans of San Miguel Cuyutlán, México." *Ethnobiology Letters: Journal of the Society of Ethnobiology*, v.2, n.1: 72-80.
- 2010 Gaytán, Marie, S. "Drinking the Nation and Making Masculinity: Tequila, Pancho Villa, and the U.S. Media" in Herman Gray and Macarena Gómez-Barris' (eds.), *Toward a Sociology of the Trace*. Minneapolis: University of Minnesota Press: 207-233.
- 2009 Valenzuela-Zapata, Ana and Marie S. Gaytán. "La expansión tequilera y las mujeres en la industria: Del símbolo al testimonio." (Tequila Market Growth and Women in the Industry: From Representations to Representatives). *Sociedades rurales, producción y medio ambiente* (Rural Societies, Production, and the Environment), v.9, n.18: 167-195.
- 2008 Gaytán, Marie, S. "From Sombreros to Sincronizadas: Authenticity, Ethnicity and the Mexican Restaurant Industry." *Journal of Contemporary Ethnography*, v.37, n.3: 314-341.
-Winner-Cristina Maria Riegos Distinguished Graduate Student Paper Award, Latino/a Sociology Section American Sociological Association.
-Winner- Frederick A. Cervantes Student Premio (Prize), Best Graduate Student Paper, National Association of Chicana and Chicano Studies.

-Reprinted in Peter Adler and Patti Adler's (Eds.), *Sociological Odyssey: Contemporary Readings in Introductory Sociology*. Belmont, CA: Wadsworth Cengage, 2013.
-Reprinted in Jeanne H. Ballantine and Keith A. Roberts (Eds.), *Our Social World: Introduction to Sociology* Online Study Site. Thousand Oaks, CA: Pine Forge Press, 2008.
- 2007 Gaytán, Marie, S. "Tequila Shots." *Gastronomica: The Journal of Food and Culture*, v.7, n.3, summer: 62-67.

-Reprinted in Psyche Williams-Forsen and Carole Counihan's (Eds.), *Taking Food Public: Redefining Foodways in a Changing World*. New York: Routledge, 2011.

- 2004 Gaytán, Marie, S. "Globalizing Resistance: Slow Food and New Local Imaginaries." *Food, Culture, and Society*, v.7, n.1, fall: 97-116.
-Winner, Conflict, Social Action and Change Graduate Student Paper Award, Society for the Study of Social Problems.
- 2004 Gaytán, Marie, S. "The Backstage(s) of Mentorship." *The Journal of Latinos and Education*, v.3, n.3, July: 199-203.

Other Publications

- 2020 Alvarez-Gutiérrez, Leticia, A. Fukushima, and M.S. Gaytán, "Essential Latinx Educators: Teaching in a Time of Pandemic." *Latinx Talk*. Available at latinxtalk.org.
- 2015 Gaytán, Marie, S. "Tequila," "Tequila and American Popular Culture," and "A Drink Worthy of World Heritage" in Eric Zolov (ed.), *Iconic Mexico*. Santa Barbara: ABC-CLIO: 591-597.
- 2015 Gaytán, Marie, S. "Cover Story: ¡Tequila! Distilling the Spirit of Mexico." Campaign for the American Reader. Available at americareads.blogspot.com.
- 2014 Gaytán, Marie, S. "On Pancho Villa, Tequila, and Mexicanidad: How the Teetotaling Hero of the Mexican Revolution Became a Tequila-Drinking Gunslinger." Available at www.sup.org.
- 2014 Gaytán, Marie, S. "7 Things You Didn't Know About Tequila." Available at www.sup.org.
- 2012 Gaytán, Marie, S. "Olga Nájera Ramírez" in Maria Herrera-Sobek (ed.), *Celebrating Latino Folklore: An Encyclopedia of Cultural Traditions*. Greenwood Publishing Group: 830-831.
- 2008 Valenzuela-Zapata, Ana and Marie S. Gaytán. "Mayahuel la diosa pulquera" (Mayahuel the Pulque Goddess). *La Jornada en la Ciencia*. June 12, 2008.
- 2004 Gaytán, Marie, S. "Catering Authenticity: Ethnicity and Representation in Mexican Restaurants," *Working Paper No. 38. Chicano/Latino Research Center of the University of California, Santa Cruz*, December: 1-40.
- 1999 Gaytán, Marie, S. "Affirmative Distraction: The Elimination of Affirmative Action at the University of Massachusetts." *Against the Current*, September/ October 27-28.

Book Reviews

- 2021 Gaytán, Marie, S. "Thorstein Veblen Goes to the Charreada." Book review of *From the Peaceable to the Barbaric: Thorstein Veblen and the Charro Cowboy* by Beatriz Aldana Marquez. *Symbolic Interaction*, v. 44, n.3: 679-681.

- 2019 Gaytán, Marie, S. Book review of *From Angel to Office Worker: Middle-Class Identity and Female Consciousness in Mexico, 1890-1950* by Susie S. Porter. *Frontiers: A Journal of Women Studies*, frontiers.utah.edu/from-angel-to-office-worker/.
- 2017 Gaytán, Marie, S. Book review of *Alcohol and Nationhood in Nineteenth-Century Mexico* by Deborah Toner. *The Historian*, v.79, n.2: 356-357.
- 2013 Gaytán, Marie, S. Book review of *Mentoring Faculty of Color: Essays on Professional Development and Advancement in Colleges and Universities* edited by Dwayne Mack, E. Watson and M. Camacho. *Ethnic Studies Review*, v.36, n.1: 161-162.
- 2009 Gaytán, Marie, S. Book review of *Ethnic Studies Research: Approaches and Perspectives* by Timothy P. Fong. *Contemporary Sociology*, v.38, n.3: 237-239.
- 2006 Gaytán, Marie, S. Book review of *Latino/a Popular Culture* edited by Michelle Habell-Pallán and Mary Romero. *Journal of Latino-Latin American Studies*, v. 1, n.1, fall: 229.
- 2005 Gaytán, Marie, S. Book review of *The Invention of the Restaurant: Paris and Modern Gastronomic Culture* by Rebecca Spang. "On the Menu: Revolution, Distinction, and the Invention of the Restaurant." *Other Voices (e)Journal of Cultural Criticism*, v.2, n.3.
- 2003 Gaytán, Marie, S. Book review of *Telling to Live, Latina Feminist Testimonios* by The Latina Feminist Group. *Latino Studies*, v.1, n.3: 476-478.

Honors, Awards, Grants

- 2019 Summer Program for Undergraduate Research (SPUR) Grant, University of Utah
- 2018 Honorable Mention, Best Paper in the Social Sciences Award, Mexico Section, Latin American Studies Association
- 2017 Junior Superior Research Award, College of Social and Behavioral Sciences, University of Utah
- 2015 National Science Foundation, "Doctoral Dissertation Research: Environmentally Induced Migration." Project advisor for Amanda Bertana
- 2013 Best Paper in the Social Sciences Award, Mexico Section, Latin American Studies Association
- 2013 Junior Faculty Research Leave Award, College of Social and Behavioral Sciences, University of Utah
- 2012 Faculty Research Grant, University Research Committee, University of Utah
- 2006 Lionel Cantú Graduate Student Award, University of California, Santa Cruz
- 2006 Ford Foundation Minority Dissertation Fellowship, National Research Council

- 2005 Frederick A. Cervantes Student Premio (Prize), Best Graduate Student Paper, National Association of Chicana and Chicano Studies
- 2004 Conflict, Social Action and Change Graduate Student Paper Award, Society for the Study of Social Problems
- 2002 Cristina Maria Riegos Distinguished Graduate Student Paper Award, Latino/a Sociology Section, American Sociological Association

Media Coverage: El Economista, Forbes, Fox News, The Globe and Mail, Health & Medicine Week, The Insider, LA Drinks, Planet Money's The Indicator, Univision, Salt Lake Tribune, Standard Examiner, Wine Enthusiast, USA Today, Yahoo News

Professional Activities

Research Presentations (selected)

- June 2021 "Chasing Kava: Race and Disarticulation Practices in Fiji." Sociology of Development Mini-Conference (with Amanda Bertana), virtual.
- May 2021 "The Political Economy of Puto: Neoliberalism and Masculinities in Mexico." Latin American Studies Association, Annual Meeting, virtual.
- August 2018 "The Politics of Protection and the Promise of Authenticity: Mezcal and NOM 186." American Sociological Association, Annual Meeting, Philadelphia, PA.
- May 2018 "Becoming Mexico's Mother: Sara García and the National Maternal." Latin American Studies Association, Annual Meeting, Barcelona, Spain.
- May 2018 "National Identity and Authenticity Politics." 4th Annual Authenticity Conference, Kellogg School of Management, Northwestern University.
- July 2016 "Tequila USA: Ethnic Mexicans and Prohibition Politics." Latino Studies Association, Annual Meeting, Pasadena, CA.
- April 2016 "Tequila, Ethnic Mexicans, and the Codes of Cultural Consumption." Pacific Sociology Association, Annual Meeting, Oakland, CA.
- August 2015 "Tequila and the Codes of Cultural Consumption." Revisiting Remaking Modernity, Comparative-Historical Sociology Mini-Conference, Chicago, IL.
- August 2015 "Managing Work-Life Balance on the Tenure Track." Norma Williams Workshop, Latino Sociology Section of the American Sociological Association, Annual Meeting, Chicago, IL.
- May 2015 "La política del consumo cultural: Tequila en EE.UU." Latin American Studies Association, Annual Meeting, San Juan, Puerto Rico.

- May 2014 "Tequila and the Spirit of Mexico." Cultural Studies Association, Annual Meeting, Salt Lake City, UT.
- May 2014 "Tequila USA." Seminario Internacional de Bebidas Alcohólicas Latinoamericanas, Universidad Autónoma de San Luis Potosí, San Luis Potosí, México.
- March 2014 "Diversity and Professional Development: Race and Ethnicity in the Pacific Sociological Association." Pacific Sociological Association, Annual Meeting, Portland, OR.
- November 2013 "Íconos embriagantes: Tequila, masculinidad, y las relaciones México-Estados Unidos." Centro de Investigación Biomédica de Occidente, Guadalajara, México.
- March 2013 "Mentoring Faculty of Color." Pacific Sociological Association, Annual Meeting, Reno, NV.
- May 2012 "Transnational Mexicanidades: Tequila and the Politics of Cultural Identity." Latin American Studies Association, Annual Meeting, San Francisco, CA.
- April 2012 "Exploring Resistance and Challenges of Students of Color to Race-Related Content." National Association of Ethnic Studies Annual Meeting, New Orleans, LA.
- March 2012 "Tequila, Masculinity, and the US-Mexico Border." Cultural Studies Association Annual Meeting, San Diego, CA.
- June 2009 "Tequila and the Making of a National Spirit." Latin American Studies Association, Annual Meeting, Rio de Janeiro, Brazil.
- April 2009 "Practicing the Sociological Imagination: New Trends in Undergraduate Activism." Pacific Sociology Association, Annual Meeting, San Diego, CA.
- April 2008 "Negotiating Tradition and Manufacturing Modernity: Tequila and Mexican Identity." Pacific Sociological Association Meeting, Portland, OR.
- December 2007 "Consumiendo masculinidad: Tequila, Pancho Villa y la revolución mexicana." Seminario Internacional del Tequila, Universidad de Guadalajara, Guadalajara, Mexico.
- August 2007 "Fermented Struggles and Distilled Identities: How Tequila Became Mexico's Spirit." American Sociological Association Meeting, New York, NY.

- June 2006 "Consuming the Nation: Tequila and the Production of Mexican Identity." National Association of Chicana and Chicano Studies Meeting, Guadalajara, Mexico.
- April 2005 "From Sombreros to Sincronizadas: Authenticity, Ethnicity, and Representation in the Mexican Restaurant Industry." National Association of Chicana and Chicano Studies Meeting, Miami, FL.

Session Moderator/Discussant/Organizer (selected)

- August 2021 "Food as Struggle, Food as Resistance." American Sociological Association Annual Meeting, virtual.
- April 2021 "Authenticity and Cultural Appropriation: Paisley Rekdal's *Appropriate, a Provocation*." Honors College, University of Utah.
- February 2021 "How to Navigate Research, Promotion, and Tenure as Faculty of Color." Office of Equity and Diversity, University of Utah.
- November 2020 "Women of Color Academics and Book Publishing." Women of Color Academics, University of Utah.
- October 2020 "Author Meets Readers with Annie Isabel Fukushima." School for Cultural and Social Transformation. University of Utah.
- March 2020 "Victoria Reyes' Global Borderlands: Fantasy, Violence, and Empire in Subic Bay, Philippines." Pacific Sociological Association Meeting, Eugene, OR. Cancelled.
- November 2019 "Food Justice: Sovereignty, Solidarity, and Strategy." Annual Meeting of the American Studies Association, Honolulu, HI.
- November 2019 "Annie Isabel Fukushima's *Migrant Crossings: Witnessing Human Trafficking in the U.S.*" Annual Meeting of the American Studies Association, Honolulu, HI.
- March 2018 "From Theory to Action: Networking and Next Steps." Symposium on Human Rights: Young Migrants and Refugees. University of Utah.
- October 2017 "Silhouettes: Migration, (Un)Documented, and Pedagogies." Institute of (Im)Possible Subjects, University of Utah.
- October 2013 "Development and Gender: Behavior, Empowerment, and Identity." Sociology of Development Annual Meeting, University of Utah.
- November 2010 "Latino Identity and Popular Culture." New York Folklore Society Association Meeting, New York University.

- October 2010 "Social Justice in the Americas: Reflections from Latina Scholars." Hemispheric Dialogues Research Symposium, University of Delaware.
- April 2009 "Public Space and Popular Culture." Pacific Sociology Association Meeting, San Diego, CA.
- March 2007 "Making the Nation: Citizenship, Belonging, and National Identity." Pacific Sociological Association Meeting, Oakland, CA.
- August 2005 "Women of Color, Conflict, Collaboration, and Social Change." Society for the Study of Social Problems Association Meeting, Philadelphia, PA.

Invited Lectures (selected)

- March 2021 "Transnational Tequila Culture." Classroom lecture, University of Southern California.
- April 2019 "Una breve historia de tequila." Classroom lecture, Pomona College.
- April 2019 "The Transformation of Tequila: From Hangover to Highbrow." Public lecture, Scripps College.
- April 2018 "Surviving and Thriving in the Academia." Department of Ethnic Studies, University of Utah.
- January 2018 "Writing on the Tenure Track." Women of Color Academics, University of Utah.
- October 2017 "Social Science Methods." Department of Ethnic Studies, University of Utah.
- May 2015 "How Tequila Became Mexico's Spirit." Moab Valley Multicultural Center, Moab, UT.
- February 2015 "What's in a Name?: Latino Identity in the 21st Century." University Fine Arts Museum, University of Utah.
- January 2015 "Tequila and the Spirit of Mexico." Artes de México en Utah.
- March 2012 "Qualitative Methods and Dissertation Fieldwork." Department of Sociology, University of Utah.
- April 2010 "Latino/a Sexualities." Classroom lecture, The Sociology of Racism, Department of Sociology, Bowdoin College.
- October 2008 "Gay Tourism in Mexico." Global Sociology, Department of Sociology, Lewis and Clark College.

- September 2008 “Tequila and the Performance of Gender and Sexuality in Mexican Popular Culture.” Gender Lecture Series, Lewis and Clark College.
- October 2006 “Strategies for Survival and Success in Graduate School.” California Forum for Diversity in Graduate Education, Mills College, Oakland, CA.
- July 2006 “Pancho Villa, tequila, e identidad nacional posrevolucionaria.” Fondo de Cultura Económica, Universidad de Guadalajara.

Teaching Experience

- 2011- **Department of Sociology and Gender Studies, University of Utah**
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| 2022 | Gender and Power in Latin America | Latino/a Sociology |
| | Ethnic Minorities in America | Introduction to Sociology |
| | Sociology of Gender (graduate seminar) | Introduction to Ethnic Studies: Educational |
| | Men of Color Masculinities | Equity for Students of Color |
| | Gender, Race, and Popular Culture | Gender and Contemporary Issues |
- 2011- **Department of Social and Cultural Analysis, New York University**
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| 2010 | Contemporary Latino/a Cultures (with Renato Rosaldo) | Approaches to Latino/a Studies |
| | Latino/a Popular Culture | |
- 2010- **Department of Sociology, Bowdoin College**
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| 2009 | Introduction to Sociology | Gender and Sexuality in Latin America |
| | Food, Culture, and Society | |
- 2009- **Department of Latin American Studies, Lewis and Clark College**
- | | | |
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| 2008 | Chicano and Latino Popular Culture | Gender and Sexuality in Latin America |
| | Food, Culture, and Power in the Americas | |

References

On request