

Eymard Freire joins Siebel Institute of Technology, Chicago

Christian von der Heide, President and CEO, Siebel Institute of Technology

We are pleased to announce that **Eymard Freire** joins the Siebel team effective January 13, 2020!

Eymard is a World Brewing Academy graduate from Siebel Institute and certified Diploma Bier Sommelier from Doemens. He studied Brewing Microbiology and Microscopy at the University of Wisconsin, Craft Beer Production at AHK Brasilien, Porte Alegre and Universidade de Fortaleza, Brazil.

Eymard brings excellent knowledge of Siebel from his three-years part time instructing by way of external faculty. [Sensory analysis, Taste Panel management, Quality Control]

He has spent the last three years at Bixi Beer, Chicago. Eymard was responsible for the design of the brewery, start up to creating culinary beers for the award winning Chef of Bixi Restaurant, advancing to Brewmaster and Manager brewing operation. At Bixi he leveraged his passion for fine food and his culinary and customer experience he gained in the restaurant and service industry between 2009 and 2016.

His attitude, passion for customer service and people engagement, brewing + culinary background is what made him our prime candidate for the role of sales and product manager, reporting to the President and CEO.

Eymard commented: I'm thrilled to be joining the Lallemand and Siebel family this coming week for the newly created role of Product and Sales Manager. I want to thank Lallemand for this great opportunity and am looking forward for driving the sales hard of our educational offerings, product and services.

He will focus on promoting and selling WBA and Siebel educational offerings that we recently expanded, engaging with relevant brewing guilds and secure key accounts in the regional and larger brewing entities, as we serve our programs and courses for local and global players.

Please join us in welcoming Eymard to the Lallemand Family and extending him your support and collaboration as we move forward in pursuit of sales excellence and bottom line results in our products and services, both internally and externally.

