

Year 2020	École In Vino Veritas, ÉIVV
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	1- In one sentence
	Richard Sagala Wine MBA is active in Italy (Verona, Vinitaly), and works in France (Paris, Kedge Business School), in Canada (University of British-Columbia <i>Wine Leaders Forum</i>) and Montréal (<i>École In Vino Veritas</i>); when not teaching, Richard Sagala works for the SAQ (Société des Alcools du Québec).

2- 360 Degrees of wine related activities

Upon returning from Bordeaux after having completed his Wine MBA in 2011, Richard Sagala co-founded *École In Vino Veritas* a Wine and Spirit Education Trust (WSET) approved wine school in Montréal. On the 15th of January 2020, Richard received an email with the following comment assessing the school last eight years record as a WSET program provider and evaluating the quality of the training as well as the success rate of its students; it reads as follow: «*you have certainly demonstrated an outstanding commitment to quality and results* » Dave Rudman *Executive Director—WSET Americas*.

Last year, in 2019, Richard Sagala worked in Italy as a wine judge for the *Cinque Stelle* wine competition and contributed workshops on the theme of creative entrepreneurship to the Master of Science *Arts & Creative Industries* program of the Kedge Business School in Paris.

During the last sixth years in Canada, at UBC (the University of British-Columbia), Richard has conducted workshops and developed thematic tasting seminars on: *the quest for identity, quality and authenticity in wines* in the context of the *Wine Leaders Forum*, a yearly UBC-Kedge Bordeaux sponsored seminar dedicated to BC wine producers and vineyard owners.

Since 2012-13, *École In Vino Veritas* first academic year, Richard prepares wine professionals in Montréal and across Canada to sit the WSET exams. *École In Vino Veritas* is singular; besides offering WSET courses, it conducts wine business related academic research and presents its findings around the world making it the only private bilingual wine business school operating at graduate level accredited by the WSET in Canada. *École In Vino Veritas* research has called international media attention and the American Association of Wine Economists distinguished two of its papers, one in 2013 and one in 2016.

2017 saw the beginning of IMBA, the International Montreal Butler Academy, a school founded by Richard Sagala centered around first growths wine knowledge acquisition and fine wines cellar management techniques. IMBA business model is unique, no similar school in the world offers such a specialization. Named Sommelier in charge of creating and managing an investment grade fine wine cellar for Orford Music in 2018, Richard Sagala (an Orford Music past alumni) is now active in leveraging his business network to endow this highly reputed classical music Canadian institution (established in 1951).

	4- Twelve Wine certifications, diplomas and accreditations
1-	<i>Wine MBA Diploma</i> , BEM Bordeaux Management School, Bordeaux, FR -2011
2-	<i>Italian Wine Educator</i> accreditation, <i>Maestro</i> certification, Vinitaly International Academy, Verona, IT -2019
3-	<i>IWA</i> certification, <i>Italian Wine Ambassador</i> , Vinitaly International Academy, Verona, IT -2015
4-	<i>French Wine Scholar Instructor</i> accreditation, French Wine Society, Washington DC, USA -2014
5-	<i>WSET Educator</i> certification, London, UK -2012
6-	<i>WSET Approved Program Provider</i> certification, London, UK -2012
7-	<i>WSET L3</i> certification, London, UK -2012
8-	<i>FWS</i> certification, <i>French Wine Scholar with Honours</i> , French Wine Society, Washington DC, USA -2012
9-	<i>Formateur accrédité</i> (Wine instructor) accreditation, SAQ, Montréal, CAN-2010
10-	<i>International Bordeaux Wine Educator</i> certification, CIVB, Bordeaux, FR -2009
11-	<i>Sommelier Conseil ITHQ</i> Diploma, ITHQ, Montréal, CAN -2005
12-	<i>Fondements de Sommellerie</i> Certificate, ITHQ, Montréal, CAN -2003
	5- Butler diploma and certification
1-	<i>Butler Diploma with Distinction</i> , The International Butler Academy, Eefde, The Netherlands, NDL -2001
2-	<i>Bentley/ Rolls-Royce Chauffeur</i> Certificate, Rolls-Royce Motor Cars, Crewe, UK -2001

	6- Richard Sagala wine industry related original contributions: Twenty Firsts
I-	April 2012 saw the incorporation of l' <i>École In Vino Veritas</i> , the First independent WSET approved bilingual (French-English) program provider in Québec and Canada
II-	in May 2012, <i>École In Vino Veritas</i> became the first WSET approved program provider habilitated to teach the <i>WSET Advanced</i> Level 3 in Québec
	President of the Accredited Sommeliers Association of Canada (ASAC) from 2016 to 2020, Richard Sagala is:
III-	the First VIA (Vinality International Academy) Ambassador and lecturer in Québec and the Eastern part of Canada (March 2015)
IV-	the First Vinality <i>Five Stars Wine</i> Competition judge from Québec (April 2016 and April 2019)
V-	the First <i>Italian Wine Educator</i> in Québec for the Vinality International Academy (2019)
VI-	May 2016, Richard Sagala becomes the founder of the First butler school in Québec: AIMM/ IMBA, the International Montreal Butler Academy , l' <i>Académie Internationale de Majordome de Montréal</i> .

VII-	<p>École In Vino Veritas (ÉIVV) is a school with a unique business model leveraging the power of technology for augmenting efficiency in wine education coupled with an unparalleled personalized attention for each and every student; ÉIVV curriculum includes one-on-one training sessions to help students build a sterling wine tasting technique and ace their exams. This distinctive feature makes ÉIVV the only wine business school in the country operating in such a manner and is a First in Canada.</p> <p>ÉIVV is 100% student-centric; Richard Sagala built his school the way he would have dreamed to find a wine training centre when he started his studies some twenty-five years ago.</p>
VIII-	<p>ÉIVV is the First and only bilingual wine Business School in Canada operating coast to coast at Graduate level (involved in academic research)</p>
IX-	<p>Richard Sagala is the First Sommelier nominated by Orford Music with the task of: 1-assisting in the fundraisers and, 2-creating and endowing an investment grade wine cellar for the Arts Centre (November 2018)</p>
X-	<p>Fall of 2019 saw the official presentation of the Orford Music fine wine cellar project, a First in Québec</p>
XI-	<p>First wine marketing researcher in Québec distinguished by the American Association of Wine Economists (February 2013 & July 2016)</p>
XII-	<p>First French Wine Scholar certified tutor in Québec (Fall 2014)</p>
XIII-	<p>First teacher of the WSET level 3 <i>Advanced</i> course in Québec (Winter 2013)</p>

XIV-	First (& only) Wine & Lifestyle/ Art de Vivre combined Columnist in Québec (4 years for <i>Parcours</i> art magazine, June 2008 to October 2012)
XV-	First teacher of the SAQ wine course “ <i>Les Terroirs d’Italie</i> ” (March 2012)
XVI-	First WSET (<i>Wine and Spirit Education Trust</i>) Level 3 <i>Certified Educator</i> in Québec (February 2012)
XVII-	First English teacher for SAQ “ <i>A world to discover</i> » wine appreciation course (November 2011)
XVIII-	First Bordeaux <i>Wine MBA</i> in Québec (graduated October 2011); only two such Wine MBA in Canada, one in Québec and one in Ontario
XIX-	Québec First certified Butler (from <i>The International Butler Academy</i> , The Netherlands. The Diploma was awarded November 2001 bearing the mention <i>Distinction</i>)
XX-	First (& only) Canadian certified from the <i>Rolls-Royce & Bentley Motor Cars School of Instruction</i> (UK, September 2001)
	7- Classical Music training background
I-	<i>First Prize</i> Diploma, <i>Conservatoire de musique du Québec</i> (Musical Dictation), 1979
II-	DES, Diplôme d’études supérieures, <i>Conservatoire de musique du Québec</i> , 1978
III-	CES, Certificat d’études supérieures, <i>Conservatoire de musique du Québec</i> , 1978
IV-	DEC, Diplôme d’études collégiales, <i>Conservatoire de musique du Québec</i> , 1974
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