

2020	École In Vino Veritas, ÉIVV
	Content: Richard SAGALA at a glance,
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	1- In one sentence
	An entrepreneur in the taste and creative industries, Richard Sagala is an educator and researcher
	in the field of wine, the experience economy and musicology.
	Richard Sagala works in Italy, France, Canada: British-Columbia, and Montréal.
	https://www.facebook.com/richard.sagala.16 https://www.instagram.com/imbamontrealbutleracademy/

	2- 360 Degrees of wine related activities
	<p>École In Vino Veritas is an approved program provider for the UK based Wine and Spirit Education Trust (WSET). Richard Sagala is the owner of the École In Vino Veritas (ÉIVV) in Montréal, a wine business school that he co-created eight years ago after completing his Wine MBA studies in Bordeaux.</p> <p>Since 2013, Richard prepares wine professionals from Canada, France and the USA to write their WSET exams at École In Vino Veritas. Exams are then sent back to London for marking.</p> <p>Beginning of 2020 Richard Sagala received an email with the following comment assessing the École In Vino Veritas performance and students success rates from 2013 to 2019: «...you have certainly demonstrated an outstanding commitment to quality and results! » Dave Rudman Executive Director—WSET Americas 15/01/2020.</p> <p>In 2019 Richard Sagala worked in Verona, Italy, as a wine judge for the <i>Cinque Stelle</i> wine competition and delivered workshops on the theme of creative entrepreneurship to the <i>Master of Science Arts & Creative Industries</i> program at the Kedge Business School in Paris.</p> <p>Since 2014 at UBC (the University of British-Columbia), Richard has conducted six consecutive workshops and tasting seminars on the topic of -determinants of identity, quality and authenticity in wines- for the <i>Wine Leaders Forum</i>, a yearly UBC-Kedge Bordeaux sponsored seminar dedicated to BC wine producers.</p> <p>At École In Vino Veritas Richard Sagala conducts wine business related academic research and go present the findings around the world, making ÉIVV the only 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 AAWE, the American Association of Wine Economists, distinguished two of its papers (in 2013 & 2016).</p> <p>2017 saw the beginning of IMBA, the <i>International Montreal Butler Academy</i>, a service school founded by Richard Sagala centered around first growths wine knowledge acquisition and fine wines cellar management techniques. It is a unique model and no other butler school in the world offers such a specialization.</p> <p>Named Sommelier in charge of creating and managing an investment grade fine wines cellar for Orford Music in 2018, Richard Sagala (an Orford Music past alumni) is now committed to help endow this highly reputed classical music Canadian institution established some seventy years ago (1951).</p>

	3- 13/13= Thirteen highlights from the last thirteen years
XIII- 2020	Comment on Richard Sagala «you have certainly demonstrated an outstanding commitment to quality and results !» Dave Rudman <i>Executive Director—WSET Americas</i> , WSET, UK -2020
XII- 2019	<i>Italian Wine Educator</i> accreditation, <i>Maestro</i> Certification, Vinitaly International Academy, Verona, IT -2019
XI- 2018	Sommelier, nominated to create and manage the Orford Music fine wines cellar, Montréal, CAN -2018
X- 2017	Owner/ Founder of the <i>International Montreal Butler Academy</i> (IMBA), Montréal, CAN -2017
IX- 2016	Paper distinguished by the American Association of Wine Economists (AAWE), Bordeaux, FR, -2016
VIII- 2015	<i>IWA</i> Certification, <i>Italian Wine Ambassador</i> , Verona, Vinitaly International Academy, Verona, IT -2015
VII- 2014	<i>French Wine Scholar Instructor</i> accreditation, French Wine Society, Washington DC, USA -2014
VI- 2013	Paper distinguished by the American Association of Wine Economists (AAWE), Stellenbosch, ZA -2013
V- 2012	Owner/ co-Founder of the WSET school <i>École In Vino Veritas</i> (ÉIVV), Montréal, CAN -2012
IV- 2011	<i>Wine MBA</i> Diploma, BEM Bordeaux Management School, Bordeaux, FR -2011
III- 2010	<i>Formateur accrédité</i> (Wine instructor) accreditation, SAQ, Montréal, CAN-2010
II- 2009	Certified <i>International Bordeaux Wine Educator</i> accreditation, CIVB, Bordeaux, FR -2009
I- 2008	Wine Instructor at <i>les Connaisseurs</i> SAQ; Wine writer, Columnist in <i>Parcours</i> Art Magazine, Montréal -2008
	4- Twelve Wine certifications, diplomas and accreditations
1-	<i>Wine MBA</i> Diploma, 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- 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-	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. 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.
VIII-	ÉIVV is the First and only bilingual wine Business School in Canada operating coast to coast at Graduate level (involved in academic research)
IX-	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)
X-	Fall of 2019 saw the official presentation of the Orford Music fine wine cellar project, a First in Québec
XI-	First wine marketing researcher in Québec distinguished by the American Association of Wine Economists (February 2013 & July 2016)
XII-	First French Wine Scholar certified tutor in Québec (Fall 2014)
XIII-	First teacher of the WSET level 3 <i>Advanced</i> course in Québec (Winter 2013)
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)
	6- 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 Certificate</i> , Rolls-Royce Motor Cars, Crewe, UK -2001
	7- Musical Studies
1-	<i>Premier Prix</i> , (First Prize) Conservatoire de Musique du Québec, Québec, CAN -1978
2-	DES, <i>Diplôme d'études supérieures</i> , Conservatoire de Musique du Québec, Québec, CAN -1979
3-	CES, <i>Certificat d'études supérieures</i> , Conservatoire de Musique du Québec, Québec, CAN -1978
4-	Summer academy, Alexandre Lagoya class, Académie Internationale de Nice, France -1977 -1979 -1980
5-	Grant recipient at: Centre d'arts Orford, Qc -1974 -1975, Shawnigan Summer School of the Arts, Victoria, BC, -1975
6-	DEC, <i>Diplôme d'études collégiales</i> , Conservatoire de Musique du Québec, Hull, CAN -1973
PS:	Richard Sagala followed his first wine courses at l'Université des Vins de Suze la Rousse, Vaucluse, FR-1994
	-The End-