



## Stephen Beaver

### Technical Sales Manager

I enjoy working in the field of ingredients and flavors. It's an experience building upon 25 years now! I've held leadership roles with a wide range of flavor and ingredient companies specializing in dairy and dairy-type flavors, soy-based ingredients, aroma chemical fermentation and distillation, spice extracts, savory flavor systems, and taste modulation

tools. I've been fortunate to work with industry colleagues and experts who've fostered my understanding of our evolving food industry and the flavor technologies that support it.

Today, we see growing emphasis on functional ingredients, the need for better tasting plant-based foods, and a growing requirement for cleaner labels, and healthier foods. Each of these topics brings flavor challenges and new opportunities. At LifeWise, I'm leveraging my experience to create greater awareness of how taste modulation tools can be used to meet growing consumer demands with less bench time, greater success, and more cost-effectively.

After earning a BS degree from UW-Madison, and a Master's degree from SDA Bocconi in Milan, Italy, I spent several years traveling the world for business. Later, with my wife, Peggy, we started a family, raising four wonderful children in Cedarburg, Wisconsin. Two of our children have moved on to begin their own lives and careers, and two more are still in high school. When we're not in Cedarburg, we're enjoying all types of family and outdoor activities at our properties in Wautoma, Wisconsin. The area is one of Wisconsin's hidden recreation gems with beautiful glacial lakes, hills, and forests.

Thank you for your interest in LifeWise. It's a great team supporting a great portfolio of taste modulation solutions. We look forward to being a part of your success!