

# MEET THE INSTRUCTORS

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**Zachary Freed, Course Lead**  
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Zachary Freed is the customer innovations application specialist in the Chocolate and Confectionery Group for AAK USA. Prior to this role, he was the innovations project manager at Barry Callebaut.

Zachary received his bachelor's degree in food science and management from Delaware Valley College.



**Eric Schmoyer**  
*Barry Callebaut USA*  
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Eric has been with Barry Callebaut for 11 years, starting as project manager. During his time at BC, he has managed projects for the US and Mexico regional customers, and has spent time in the Hendersonville, NC decorations facility working on gourmet projects.

Eric currently works with three regional sales managers, servicing customers in the Eastern, mid-Atlantic and Deep South regions, as well as providing tech services to customers when and where needed.

Prior to Barry Callebaut, Eric was R&D manager at the R.M. Palmer Company, where he economized formulations, developed new products and managed raw material and retained sample libraries.

He has been involved in industry organizations for a long, long time. Eric is past president of AACT, current PMCA Research Committee Chair, is active on the PMCA Long Range Planning and Student Outreach Committees, and upon occasion, may teach a course if called upon.



**Ed Wilson**  
*Retired, AAK USA*  
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Ed has 19 years of experience in technical sales and service functions at AarhusKarlshamn USA, Inc. in New Jersey. Prior to this he spent 15 years in chocolate and compound manufacturing.

Ed majored in industrial management while attending The College of Philadelphia and Glassboro State University. He has participated in short courses sponsored by universities and trade organizations.

Ed is currently active in associations such as PMCA, where he serves as chair, AACT, IFT, NCA and AOCS.