



Lane Kreiling

Lane Kreiling is the Sales Support Manager at Beck's Hybrids' El Paso, Illinois facility, where he oversees customer service, logistics, and dealer training across central and northern Illinois and parts of Wisconsin. Lane began his career with Beck's as a Research Associate after earning his bachelor's degree in Plant and Soil Science from Southern Illinois University Carbondale. He also holds a master's degree in Agricultural Education and Leadership from the University of Illinois. Over the past decade, Lane has grown within the company—from research to sales and management—building a reputation for teamwork, technical expertise, and a commitment to customer success. Originally from Mason City, Illinois, he values relationships with local growers and enjoys mentoring younger colleagues entering the seed industry. Outside of work, Lane spends time with family and friends, stays active in his community, and continues to pursue lifelong learning within agriculture and leadership.



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