



Behind the Goggles:

Meet Chris Beveroth, Face of AIStech 2025

by Lauren Veltre

Each year, AIST selects one industry professional to serve as the face of AISTech — a role affectionately known within the organization as the “Goggle Person.” This individual becomes the visual identity of the conference, helping drive its marketing efforts and represent the steel industry on a broader stage.

For AISTech 2025, that honor goes to Chris Beveroth, a Six Sigma Black Belt at SSAB Iowa. Chris began his journey in steel at just 19 years old, working in the mill and steadily building a career rooted in curiosity, discipline and drive. More than two decades later, he’s still learning, growing and finding new reasons to stay passionate about the industry.

Iron & Steel Technology caught up with Chris to hear about his experience as the 2025 Goggle Person, his first introduction to AIST, and how his mindset as a lifelong learner continues to shape his career.

Read on to hear Chris’s story — and what’s kept him all-in on steel for 21 years and counting.

I&ST: What are your impressions of all the AISTech marketing materials this year? How does it feel to be the face of the event?

Chris Beveroth (CB): The materials have been good. I look forward to seeing some of the content and newsletters coming out. Although, being the face of the event is a little different for me. I’m a humble person, so it’s a little different seeing my face all over the place. I’m not used to that, but overall, it’s been a good experience.

I&ST: You’ve previously mentioned that you have been working in the steel industry for more than 20 years. Can you share more about your journey and what inspired you to pursue a career in the steel industry?

CB: Yes, so I’ll begin with how I started — I began working in a steel mill when I was 19 years old. I started at Sterling Steel, which was formerly Northwestern Steel and Wire out of Sterling, Ill. I worked there for about a year, and then I had a job opportunity to come over here to Iowa with Ipsco. SSAB ended up purchasing Ipsco several years later, but yes, I’ve been here since then, and this is my 21st year! As far as what inspired me to pursue a career in steel — it’s really a family thing. I’ve had grandparents that have worked in the steel industry as well as aunts and uncles and more. A lot of family members have worked

in it. It's an industrialized area here where we live, so overall, I would have to say, it's definitely in the blood.

I&ST: How would you say your role at SSAB has transformed throughout your time with the company?

CB: It's transformed quite a bit. When I hired on here, I was a second helper in the meltshop, so basically working the electric arc furnace (EAF), taking temperatures and such. And then I worked my way up, from second helper to charge crane operator, to EAF operator for quite a few years, and then primary end coordinator, so the whole liquid side of the mill, coordinating that on shift. And then most recently, for the last year and a half, I've been a Six Sigma Black Belt. I got an opportunity to do that, and I took it. It's been great! There have been a lot of good changes and a lot of positive people I work with who helped me along the way, so I definitely want to give credit to them, too — I wouldn't be where I am today without my teammates here and the peers that I work with.

I&ST: What motivated you to get engaged with AIST, and how did it initially happen?

CB: My first exposure to AIST came when I was an EAF operator. I wanted to learn and was offered an opportunity to attend the Modern Electric Furnace Steelmaking training seminar.

I was looking to gain more skills and learn more insight into what I was actually doing —whether that was learning more information about slag practice and becoming more efficient. So, I was lucky enough to attend the EAF training seminar in February a few years back in Charleston, S.C., USA. That was a great time — I got to meet new people, share ideas, as well as get more ideas from other people and companies. Being able to network at AIST events has always been a great thing.

I&ST: What keeps you passionate about working in the steel industry, or what do you find most rewarding about it?

CB: As far as passion goes, the great thing about it — and I said earlier, too, it's kind of in my blood. In addition, I get to be around the liquid steel, and that's really neat.

Also, seeing as we make plate here at SSAB Iowa, plate has a lot of tangible applications that directly impact our daily lives. I can be driving down the road and see a windmill and know that we probably made the steel for that. Or a John Deere tractor or Caterpillar equipment — we make steel plate for that. That's definitely one of the things that keeps me passionate — to know that the steel we're making is making a difference in the world. It's helping people; it's helping Americans; it's helping the world.

I&ST: What are you most excited about for AISTech this year, and are you officially ready to see your face on all the promotional materials in person?

CB: AISTech is fun. You get to see so many people you haven't seen for a while. I went to AISTech 2023 in Detroit and met so many new connections and learned a lot. The exposition is great. I also enjoy going to the sessions, where you can learn about the industry's latest technologies. It's very eye-opening because there's people and companies out there utilizing processes and products that are very different than what we're doing here and vice versa. We're doing stuff that no one else has done here too, so it's enlightening to see that and network with fellow peers. I really enjoy it. ♦



