

## Seth Goldman

Co-Founder of Eat the Change, PLNT Burger, & Honest Tea; Chair of the Board of Beyond Meat

**Ten Innovations in Ten Minutes.** In a fast-paced presentation, Goldman starts by presenting an innovation framework, and then shares ten different ideas that he brought to fruition. From Honest Tea to Beyond Meat, each concept features a sustainable solution with a creative twist or insight that helped ensure its success.

**Driving Growth through Innovation.** Seth Goldman is part entrepreneur and part activist, but he readily admits that in order to accomplish philanthropic goals, business has to be booming. In an entertaining and eye-opening presentation, he shares his insights on how to spark innovation and drive growth while staying true to the organization's mission and values. He shares anecdotes of how two outsiders to the beverage industry managed to overcome the odds and create a business that *Inc.* repeatedly recognized as one of the fastest growing in the nation. From a commitment to transparency to unconventional marketing techniques, he looks at what it means to be a mission-driven innovator and how values-based leadership, passion, and sound economic theory combine to create a culture that is constantly asking, "What is the next step?" Goldman offers a wealth of insights and advice to executives about the challenges and hurdles of creating and managing a successful business – and the importance of perseverance and creative problem-solving.