

Seth Goldman

Co-Founder & CEO of Just Ice Tea, Co-founder & Board Chair of PLNT Burger, Board Chair of Beyond Meat

Brewing Success: Building Mission-Driven Brands That Blend Profit with Purpose Seth combines business insight with a passion for making a positive impact on the world. Through his entrepreneurial journey of founding Honest Tea to launching Just Ice Tea, he has championed a mission-driven business model that focuses on innovation, sustainability, and advancing plant-based food systems. Goldman shares valuable lessons on scaling a brand with values, the art of unconventional marketing, and how to drive growth. He emphasizes the importance of connecting with consumers through branding and fostering a culture of values-based leadership. With a focus on perseverance, creative problem-solving, and transparency, Goldman shares his experiences and advice to the next generation of leaders, offering a blueprint for success that combines profit and social impact.