

## Seth Goldman

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

A mission-driven innovator and entrepreneur, Seth Goldman is the founder of Eat the Change, a planet-friendly snack company and platform to inform and empower consumers to make dietary choices aligned with their concerns around climate and health. The first business launched under the Eat the Change umbrella was PLNT Burger, which is a plant-based quick-serve restaurant that offers delicious burgers, sandwiches, fries, and soft-serve. Goldman also serves as chair of the board of Beyond Meat, a publicly traded California-based enterprise on the cutting edge of plant-based protein.

Exclusively represented by [Leading Authorities speakers bureau](#), Seth draws on his business success to share how mission-driven innovation, values-based leadership, and sound economic theory can combine to drive growth and create a world-class culture.

Prior to Eat the Change, Goldman founded Honest Tea out of his house in 1998 with Professor Barry Nalebuff of the Yale School of Management. In March 2011, Honest Tea was acquired by The Coca-Cola Company, making it the first organic and Fair Trade brand in the world's largest beverage distribution system. When Coca-Cola discontinued Honest Tea in 2022, Goldman returned to his roots to launch Just Ice Tea under the Eat the Change label, building the brand from idea to picking up where Honest Tea left off in just three short months.

Along with his wife, Julie Farkas, Goldman has also launched ETC Impact — a grants program to donate \$1 million over the next three years into non-profit organizations that educate and inspire consumers to make climate-conscious choices with their diet. Their first grant deadline received over 120 applications.

Among numerous accolades for his entrepreneurial success, Goldman was named the #1 Disruptor by *Beverage World* and Beverage Executive of the Year by *Beverage Industry* magazine. He has been recognized as an Ernst & Young Entrepreneur of the Year, inducted into the Washington, D.C. Business Hall of Fame, and recognized by Healthier America with its Visionary CEO award. Goldman was also honored by the United States Healthful Food Council with a REAL Food Innovator Award for helping change the food landscape by providing options that are healthier for both the body and the planet.

Goldman graduated from Harvard College (1987) and the Yale School of Management (1995) and is a Henry Crown Fellow of the Aspen Institute. Goldman and Nalebuff are the authors, along with graphic artist Soongyun Choi, of *The New York Times* best-seller *Mission in a Bottle*. The book, told in comic book form, captures their efforts to create a mission-driven business in a profit-driven world.