

Bert Seither

Tampa, FL and Remote
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EDUCATION

AUGUST 2025

DOCTORATE IN BUSINESS ADMINISTRATION

FLORIDA INTERNATIONAL UNIVERSITY

DECEMBER 2019

M.S. ENTREPRENEURSHIP

UNIVERSITY OF TAMPA

(2019 New Venture Expo Winner)

DECEMBER 2004

B.S. PUBLIC RELATIONS

UNIVERSITY OF FLORIDA

EXPERIENCE

JUNE 2022 – PRESENT

FOUNDER

ENTREPRENEUR DEVELOPMENT, LLC

At colleges and universities, I coach and mentor new venture founders and create innovative co-curricular programming for university students, presenting them with a practical perspective that is deeply in tune with the real world. My background as an entrepreneur and almost two decades of experience providing business services to hundreds of thousands of startups have afforded me knowledge, resources, and connections about what to do versus what not to do when starting a business. I share this with students and community businesses at higher education institutions globally. I help IB high school students, faculty, and staff develop entrepreneurial mindsets by creating curricular, co-curricular, and extra-curricular entrepreneurship programming for students, faculty, and staff. Services include entrepreneurship course and certificate development, pitch competitions, mentoring, skills development, guest lecturing, and speaking, learning & development for faculty and staff as well as entrepreneurship club management. I've been consulting, coaching and advising solopreneurs and startup teams through the new venture creation process since 2005. Services for established businesses include business plan review, Go-to-Market strategy, financial projections, business coaching and consulting, competition preparation, entity formation, raising capital, and more. I help businesses and experienced solopreneurs develop strategies for growth and then execute those plans.

SEPTEMBER 2021 – JUNE 2022

DIRECTOR, BUSINESS GROWTH LAB & ENTREPRENEURSHIP ACADEMY

STATE COLLEGE OF FLORIDA

During my two-semester contract, I created, developed and manage four major programs within the newly opened 26 West Center, an \$8 million dollar innovation and technology centered that opened in the in 2021. The programs are the Business Growth Lab, a co-working incubator space, the Entrepreneurship Academy which are non-credit bearing courses open to members of the community and students for a fee designed to map to the SCF Associate of Science program, our Incubator which is a focused, cohort-based curriculum designed to help targeted entrepreneurs launch and grow their businesses. I developed relationships with mentors, instructors, angels and VCs and brought all programs from idea to operation.

JANUARY 2020 – JULY 2021

ENTREPRENEURSHIP INSTRUCTOR

UNIVERSITY OF TAMPA

As an adjunct instructor, I teach students to prepare for the intricacies of planning, launching and leading a new business with a focus on creativity and innovation, new venture planning, entrepreneurial finance and managing and growing a new business. The curriculum is designed around two themes: screening and recognizing opportunities to create value, and personal innovation despite scarce organizational resources.

- Course(s) Taught: ENT 320 Introduction to Entrepreneurship / Feasibility
- Class Size: 25
- Book: Launching New Ventures: An Entrepreneurial Approach (8th Edition) Kathleen R. Allen
- Use experiential learning and community to foster an engaging learning environment.
- Created assignments that led to COB students getting job offers

JUNE 2020 – PRESENT

ENTREPRENEURSHIP INSTRUCTOR

LAUNCHX

Previous known as M.I.T. Launch at the Massachusetts Institute of Technology, I virtually teach entrepreneurial courses and led experiential assignments to a cohort of 70+ students during a six-week summer program for high achieving high school students.

- Course(s) taught: Elevator Pitches, Startup Framework, Market Research, New Venture Simulation, Feasibility, Prototyping, Entrepreneurial Strategy, Pricing, Marketing, Sales, Stress Management, Entrepreneurial Finance, Value Proposition, Storytelling and Pitching
- Simultaneously worked with and launched ~10 student run startups in one month, each summer as their New Venture Coach
- Oversaw simulated weekly board meetings where students worked with C-level executive volunteers
- Host / Emcee of Demo Day

AUGUST 2020 – PRESENT

ENTREPRENEUR IN RESIDENCE

JOHN P. LOWTH ENTREPRENEURSHIP CENTER, UNIVERSITY OF TAMPA

I taught entrepreneurship classes and led the Spartan Accelerator and Spartan Incubator programs where I helped create and develop programming to assist the new ventures in our programs. I led cohort meetings, managed our mentors, assisted with coordinating guest speakers and worked with the Lowth Center faculty and staff to manage and improve the programs.

- Increased # of students in Accelerator by 300%
- Led C.R.E.A.T.E. (business idea competition). 46 students pitched their idea (school record)
- Established relationship with UT's Center for Public Speaking for students to work on pitching.
- Led media efforts with public information office when a student's business was on ABC's Shark Tank.
- Coached several students through placing at pitch and business plan competitions
- Identified volunteers to act as mentors, coaches and guest judges for the center on a regular basis.
- Judge for REEF, Florida's intercollegiate pitch competition

AUGUST 2020 – JUNE 2021

ENTREPRENEURSHIP INSTRUCTOR

COORDINATOR, CENTER FOR ENTREPRENEURSHIP AND INNOVATION

CLEARWATER CENTRAL CATHOLIC HIGH SCHOOL

I teach International Baccalaureate classes at a private, college preparatory high school. I use the design cycle (inquiring and analyzing, developing ideas, creating the solution and evaluating) and experiential learning to entrepreneurship. Each semester we go through various components of entrepreneurship (ideation, prototyping, market research, feasibility analysis, building a team, business plan, funding, etc.) incorporating real-life projects/products/services they've thought up. Additionally, we've created the Center for Entrepreneurship and Innovation on campus. It's the first dedicated space for Entrepreneurship at a high school in the State.

- Course(s) Taught: I.B. Design Technology / Entrepreneurship, I.B. Business Management, I.B. Computer Science
- Class Size: 25
- Design and incorporate experiential learning into all assignments
- Work with teachers to incorporate entrepreneurship and innovation into other disciplines.
- Member, Steering Committee for Center for Entrepreneurship and Innovation
- Moderator, Entrepreneurship Club

JULY 2009 – MAY 2019

FOUNDER / CEO

THE STARTUP EXPERT ®

I founded this virtual, startup / new venture coaching business to help people turn their passions and ideas into profitable businesses. Coaching was the core of our product/service mix.

- Scaled startup / new venture coaching business from myself to team of ~30.

- Coached hundreds of new ventures in all industries through the startup phase.
- Recruited, hired and managed entrepreneurial coaches to fulfill coaching service.
- Developed strategic partnerships with national brands in the startup space (i.e.: LivePlan, Palo Alto Software) to drive sales and streamline fulfillment.
- Authored ~500,000 words (word count) related to startups through email marketing campaigns, blogs, partnerships, webinars and entrepreneurship training videos, etc. over 10 years.
- Created and sold digital entrepreneurial products.
- Increased engagement among customers and staff using data.
- Managed lead flow to ensure the perfect workload and growth rate.
- Interpreted data and reports to ensure KPIs were always met.

MARCH 2018 – MARCH 2021

CO-FOUNDER / VICE PRESIDENT

OPTIMO FITNESS ERGONOMICS

Optimo Fitness Ergonomics designs, manufactures, and sells ergonomic fitness products. Our first product, Optimo Grips is a patent-pending, ergonomic grip that contours to the natural shape of your palm, keeping your wrist in its neutral and natural position while lifting weights. Optimo Grips force proper alignment of the wrists, reducing injuries and discomfort. I was a part of every step in starting this business – from design and prototyping to manufacturing in China to selling in retail stores in both the US and Canada and selling online. Optimo was the winner of the 2019 New Venture Expo.

MARCH 2015 – FEBRUARY 2017

FOUNDER / CEO

TAMPA BAY DRONE PHOTOGRAPHY

I started this as a personal hobby, then was challenged by my CPA to generate income. I turned it into a business and exited in less than two years. Garnered significant media attention through a PR strategy and was asked to write an article about it in Forbes.

JULY 2005 – JULY 2015

VP OF SALES

1800ACCOUNTANT.COM

I was the first salesperson hired (12th overall employee) at this startup in NYC where we started the first virtual accounting firm in the United States. This job is where I fell in love with startups and emerging technology. I spoke to and collected primary research from more than 500,000 new ventures during my time here.

- Developed/managed strategic channel partnerships with national brands in the startup space (i.e.: LegalZoom, Rocket Lawyer, IncFile, The Company Corporation, My Corporation, Corpnet and more) to drive sales and streamline fulfillment.
- Penetrated partnership organizations to maximize lead channels
- Created sales processes, workflows and automations to increase productivity and conversions
- Built sales division from one to ~135 in three years. Team included salespeople, sales managers, sales support, operations and administrative personnel.
- Worked with multiple departments to ensure hiring goals were met to meet our rapid growth.

- Migrated from proprietary CRM to Salesforce
- \$65MM in annual revenue by year five
- Opened 2nd location in Clearwater, FL in order to scale revenue and increase profit margins.
- The new FL office generated an additional \$10MM in annual revenue by year four.

SKILLS & CERTIFICATIONS

- Proficient with, Zoom, Microsoft Teams and Office, Google Suite, Salesforce, HubSpot, Infusionsoft, Keap, Slack, Handshake, Citrix, Asana, Trello, Canva, LeadPages, power and predictive dialers, LinkedIn Sales Navigator, Zapier, Twilio
- Lover of design thinking
- Certified Small Business Coaching Specialist
- Certified S.C.O.R.E. Mentor

PUBLICATIONS

How A Single Press Release Can Change Your Company's Future, [Forbes.com](#)

Startups: Obtaining Venture Capital Isn't Rocket Science, [Forbes.com](#)

Three Reasons You Shouldn't Fear Failure, [Forbes.com](#)

Looking For Funding? Here's How To Not Write a Business Plan, [Forbes.com](#)

Fish With A Net, Not A Hook: Three Steps To Achieve Massive Business Growth, [Forbes.com](#)

An Unconventional Approach To Handling The Summer Sales Dip, [Forbes.com](#)

Entrepreneurs: Get More Done Living By These Two Principles, [Forbes.com](#)

You're Not Too Small To Use an Entity, [Forbes.com](#)

Outside-The Box Funding Sources, [Forbes.com](#)

Three Reasons You're Stagnating (And How To Deal With It) , [Forbes.com](#)

To Get Your Message Across, Should You Use A Bullhorn Or A Dog Whistle?, [Forbes.com](#)

When the Customer is Wrong: How to Tactfully School Your Clients, [Forbes.com](#)

Want to Start a Business? How to Stack The Odds of Success In Your Favor, [Forbes.com](#)

How Entrepreneurs Can Already Start Preparing for Next Tax Day, [Forbes.com](#)

Standing on The Shoulders of Giants: How to Seek and Value Feedback in Business, [Forbes.com](#)

Why Trademarking Makes Business Sense, [Forbes.com](#)

Are You Too Smart to Describe Your Business?, [Forbes.com](#)

How Generic Content Can Kill Your Business, [Forbes.com](#)

Everything You Wanted to Know About Becoming an LLC, [Forbes.com](#)

Season Business? How To Make Your Peak Time Benefit During Your Downtime, [Forbes.com](#)

You're Running Out of Money: Can You Save Your Business?, [Forbes.com](#)

Getting Outside Your Comfort Zone, [Forbes.com](#)