Seth Barnett is an advocate for cooperative marketplace success and the future of consumerism. As a speaker addressing all things Millennial, he develops new ways for business to meet the growing demand of a diverse workforce and a changing consumer market. Prior to his present position, Barnett spent three years as a legislative and regulatory manager where he coordinated political obligations for member clients.

In addition to his role, Barnett is a lecturer for Texas Christian University’s extended education department and has been a guest instructor at Boise State University, the Florida Institute of Technology, the College of Western Idaho, and Johnson & Wales University. Barnett holds a Bachelor of Science degree in management from Johnson & Wales University, a Master’s degree in public administration from Walden University, a Master’s degree in law from American Public University, and is an economic researcher with the University of Oxford. Seth’s first book, *Managing The Millennial Market: A Guide to Teaching, Leading and Being Led by America’s Largest Generation,* will be out in fall of 2017 but is currently available for preorder at www.theseasonedgroup.com.