



**Greg Vetter**

Co-Founder, Tessemae's All Natural

Presents  
**The Raymond V. Haysbert, Sr. Entrepreneurship Lecture**

## Start-Ups Are Hard Work

Come listen to Greg discuss his unique story in becoming the fastest growing condiment company in the United States and the various difficulties he went through to achieve this. This includes start up funding, specifically the economic challenges Tessemae's All Natural faced during their initial commencement and the methods they employed to overcome them. Greg will also discuss creating a viable company culture and behavior, and how fundamental these two things are in building a flourishing company. Lastly, he will focus on how to create a socially conscious brand; specifically how he made his company and products strongly appeal to consumers moving towards healthier diets and seeking "all natural products".

Greg is the founder and oldest of the three brothers running Tessemae's All Natural. In the span of five years, Tessemae's has become the No. 1 selling fresh condiment company in Whole Foods, Safeway, and Costco. Along with growing success at the register, Greg and his brothers recently were recognized in Inc's "35 Under 35" list for 2015 and won the Readers' Choice Award for top entrepreneurial company in 2014. Greg and Tessemae's are regarded as the leading instigators in the clean eating movement.

### Work Experience:

- Director, Foster Thomas
- Defenseman, Chesapeake Bayhawks Professional Lacrosse

### Educational background:

- B.A., Washington College, Business Management

### Awards:

- 2015: Inc Magazine's "35 Under 35" List
- 2014: Inc Magazine's "35 Under 35" List
- 2014: Inc Magazine's Readers' Choice Award-Top Entrepreneurial Company

**March 2, 2016**  
**12:00 - 1:00pm - UC 310**

### Speaker Series

The Entrepreneurship Speaker Series provides a monthly platform for successful entrepreneurs to candidly share their experiences and insights with UMBC students, faculty, staff, alumni, and the Baltimore business community. The series highlights experiences, lessons learned, and unique issues and challenges faced by entrepreneurs in the creation of a new enterprise.

For more information contact Vivian Armor ([armor@umbc.edu](mailto:armor@umbc.edu))

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