

## **David Mark Seidel**

President, Seidel Family Services, Inc., Charlotte NC  
[david@davidmarkseidel.com](mailto:david@davidmarkseidel.com) | 704-526-7284

### **Career Summary**

Inspired Human Development Professional, Educator and Author with 35 years experience leading teams and individuals through defining and implementing visionary strategies for achieving personal and organizational transformation. Experienced with national and international clients, both profit and non-profit sectors, with focus on Latin America and India. David has worked with leaders of every industry, from finance to nursing to organic/natural foods. David champions improved work performance and greatly reduced health care costs by accessing the highest return of investment for a company, their human capital. David targets employee and organizational health, well-being and effectiveness: Customer Service from the inside out and making "Peace of Mind" the way

### **Recent Client Comment**

*David can harness the power of connecting us with our emotional identities. David bridges human connections, essential in a world where we are disconnected from each other emotionally by the basic ways we converse day to day. David's offers us a leadership strategy based upon three things: trust, inspiration, and empathy. David is transparent in his intentions for us as clients, he engages our short attention spans, and appeals to our need to make a positive impact on our company. David helps us realize our own personal identity. His book, **Peace Butter & Jelly**, has made an impact on our life and our work. His message: "Making friends with your mind, making friends with your belly, and telling your story" is so relatable, so Human. It evokes that lost sense of self. David helps us feel connected emotionally to something we can be proud of, our company. That something makes our company special and competitive. Our Brand wins Big Time.*

### **Core Competencies**

Stress Management, Performance Innovation, Strategic Creative Planning, Experience the Leader Within, Employee Readiness, Organizational Science, Instructional and Product Design, Entrepreneurship, Cross-Cultural Diversity, Comprehensive Wellness Programs. Multi-Lingual Educator, fluent in Spanish and French, with knowledge of Hindi and German. Certified Yoga and Meditation Instructor. Professional Chef

### **A Sample of Clients Served**

Cargill Industries, Compass Group, Snyders- Lance Foods, Queens U., UNCC, Davidson, CPCC, Winthrop U., Gardner-Webb U, Pfeiffer U. , Earthfare, CMS, Design Resource Group, NBC-TV, CBS NEWS RADIO, WBT RADIO and Knight-Ridder Newspapers.

## **Tools and Publications**

Peace, Butter & Jelly: Tales of Nourishment: an inspirational collection of essential stories for moving teams through predictable stages of personal development based upon inner wisdom, healthy lifestyle and motivational story-telling. The Mission of the Book is to “Save the Human Heart from Extinction”. The Book and the Instructor’s Manual are current textbooks at major colleges and universities. Four Training systems suitable for Business and Education are trademarked under the name Peace Butter & Jelly:

The Watermelon Digest, a delightful training manual for Employee Readiness programs. Soon to be re-released in e-book format.

## **Selected International and National Accomplishments**

Founder of Seidel Family Services, Inc., a visionary Charlotte-based business operation whose mission over the past 20 years has been to “ Save the Human Heart from Extinction”. We offer products and services that align with maximizing the highest human potential in diverse fields such as Professional Development, Healthcare, Foodservice, Sales and Marketing, and Business Development. Our best-selling publication, Peace, Butter& Jelly: Tales of Nourishment is the go-to training material for inspiring individuals in corporate leadership, as well as students of higher education.

Trainer, Project Manager and Operations Manager with SYDA, an International Education Foundation dedicated to Work/ Life Balance, Stress Management , and the science of Wellness for professionals from the entire world. Team Leader that developed and managed touring teaching companies that traveled to 48 U.S.cities, Canada, South America, The Caribbean, and India and gave programs at sites that changed weekly.

Pioneered and developed the first tourist destination, Casa Naima Caribbean Wellness Center, on the North Coast of the Dominican Republic, with dynamic growth from an international market.

## **Positions**

Founder: Seidel Family Services, Inc. 1994-present

Educator/Project Manager/ Operations Manager: SYDA Foundation 1985 - 1994

Founder: Casa Naima Caribbean Wellness Center 1980- 1985

## **Education/ Certification**

Advanced Studies in Human Development, SYDA Foundation, 1985-1995

BA, English ( Creative Writing and Communications), Rutgers University, 1974