

Bret Alexander Sweet, East Bay Program Director, joined the Renaissance Entrepreneurship Center team in February of 2015. He brings two decades of experience designing companies to change human behavior for the better. He has started digital media companies, social enterprises and education companies. In March 2016, Bret entered and won the Chevron eEquip Project Pitch, securing three million dollars to build a business incubator and co-working space in downtown Richmond known as CoBiz Richmond which opened for business in August of 2019.

Bret embodies the fusion of forward thinking innovation and traditional practice toward ecosystem development. A proven strategist with program design expertise that utilizes input from partner organizations to construct original modules from ground up. Bret has a natural ability to connect with audiences which is evident whenever he touches Alzheimer's caregivers, community development, wellness, fitness and preventive health measures for lower income communities of color. In November 2020, Bret was honored with the Economic Justice award by the East Bay Leadership Council.