



Ty Smith – Navy SEAL, Leadership Coach, Keynote Speaker & Entrepreneur

Ty Smith is a **combat-decorated Navy SEAL**, **executive leadership coach**, and **keynote speaker** who brings 20 years of elite military experience to the worlds of business, professional sports, and organizational leadership. A veteran of six combat deployments to Iraq, Afghanistan, and the UAE, Ty is the recipient of multiple honors, including the **Bronze Star with Valor**, **Joint Commendation Medal with Valor**, and the **Combat Action Ribbon**.

Ty's journey began as a Navy linguist stationed in Italy. After the 9/11 attacks, he was selected for the **prestigious Navy SEAL BUD/S program** in Coronado, California, where he began the path to becoming one of the nation's most elite warriors. He served with **SEAL Team Eight** and **SEAL Team One**, rising to the position of **Platoon Chief**. Ty led Echo Platoon through a high-stakes mission in Afghanistan's Tangi Valley, neutralizing over 700 enemy combatants. His leadership earned the team **20+ individual Valor awards** and a **Navy Unit Commendation**—a rare and distinguished honor.

Today, Ty is the **Founder and CEO of Hiro**, a **premium leadership coaching and mindset training company** that works with **executives, entrepreneurs, professional athletes, and corporate teams**. Through one-on-one executive coaching, performance optimization, and **faith-driven personal development**, Ty helps clients master mental toughness, decision-making under pressure, and servant leadership.





He is also the **Founder of CommSafe AI**, a **venture-backed technology company** specializing in **AI-powered communication risk analysis** for large enterprises, using **machine learning and sentiment analysis** to prevent workplace conflict and ensure safety.

Ty holds a **Bachelor's in Organizational Management** from the University of Arizona Global Campus (where he served on the Board of Trustees), a **Master of Business for Veterans** from USC's Marshall School of Business, and two **honorary Doctorates in Humane Letters**. He's also a **Brazilian Jiu-Jitsu Black Belt under Master Baret Yoshida**—a testament to his discipline, humility, and competitive spirit.

Ty speaks nationally as a **motivational keynote speaker** on topics such as:

- **Navy SEAL Leadership Principles**
- **Mindset and Mental Toughness for High Performers**
- **Team Building and Culture in Elite Environments**
- **Faith, Resilience, and Redemption**
- **Executive Coaching for Professional Athletes and Leaders**

If you're looking to elevate your leadership team, inspire your athletes, or build a culture of **resilience, accountability, and elite performance**, **Ty Smith delivers**—with raw authenticity, real-world experience, and battle-tested tools for success.
