Scuba Educators International: A Bold New Chapter Begins

The underwater world is vast, mysterious, and ever-changing—and so are we. **Scuba Educators International (SEI)** is proud to announce a transformative restructuring and revitalization of our executive team, ushering in a new era of leadership, innovation, and community for divers and instructors worldwide.

Our Mission: Evolution as a Constant

At SEI, we embrace evolution as a constant—advancing our training, our science, and our understanding so divers and instructors can confidently step into new adventures. This commitment ensures we remain proactive, adaptive, and forward-thinking, strengthening our foundations with every generation.

Our Vision: Excellence, Safety, and Connection

- **Mastery and Safety Through Standards**
  We pursue mastery and safety through rigorous standards, thoughtful instruction, and a deep respect for the "why behind the what," empowering divers to explore the underwater world with skill, confidence, and integrity. This value honors SEI's legacy of excellence and the professionalism that sets our instructors apart.
- **Community at the Core**
  We cultivate a community where students, families, and instructors learn together, support one another, and carry forward a shared tradition of safe, meaningful exploration. This value captures SEI's people-centered culture and the relationships that turn training into lifelong connection.

Meet the Leadership Team Driving SEI Forward

- **Jim Gunderson, Chief Executive Officer (CEO)**
  Jim brings visionary leadership and decades of experience in diving education, guiding SEI toward global growth and innovation.
- **Dean Zerbe, Chief Technical Officer (CTO)**
  Dean leads SEI's digital transformation, ensuring our technology infrastructure supports modern training and community engagement.
- **Kenny Wheeler, Director of Training**
  Kenny is committed to elevating diver education through clear standards, modern instructional materials, and cutting-edge methodologies.
- **Connie Maxwell, Director of Marketing**
  Connie spearheads SEI's brand strategy and outreach, including developing a mentorship program for new instructors, and connecting our mission with divers worldwide through compelling storytelling.
- **Ford Turner, Director of Sales**
  Ford focuses on expanding SEI's reach, building partnerships, and ensuring our programs are accessible to every aspiring diver.
- **Danelle Gunderson, Director of Operations**
  Danelle ensures seamless execution of SEI's initiatives, maintaining operational excellence across all programs.
- **Lois Lund, Finance**
  Lois over sees financial strategy and sustainability, enabling SEI to invest in technology, innovation and international growth.

Strategic Initiatives for the Future

1. **Modernized Training Programs**
   Introducing updated curricula and instructor mentorship development to meet the evolving needs of divers worldwide.
2. **Technology Integration**
   Leveraging digital platforms for e-learning, certification tracking, and global community engagement.
3. **Safety and Sustainability**
   Advancing research and best practices to promote safe diving and environmental stewardship.
4. **Global Community Building**
   Expanding SEI's network through headquarters' sponsored workshops, regional events, and cross industry collaborative programs that unite divers and instructors, like Powered by DAN training.

Join Us on This Journey

This revitalization is more than an organizational change—it's a recommitment to the values that define us and the future we envision. Whether you're a seasoned instructor or a new diver eager to explore, SEI invites you to be part of this exciting transformation. Together, we'll continue to shape the future of diving—one dive, one discovery, one connection at a time. Scuba Educators International – Experience the Difference

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