Louis Carr has been with BET Networks for 35 years, serving as the President of Media Sales for the last 19 years. During his tenure with the company, Carr has transformed the multicultural space for some of the world's biggest brands. Through strategic partnerships with corporations like Procter & Gamble, Unilever, McDonald’s, General Motors, Facebook, Apple, and many more, he has been a guide and a consultant on opportunities that exist within black and brown communities. Through his deep understanding of linear TV and digital and social platforms, he has made BET Networks the number one brand and choice for Black consumers. Carr's mantra, “Be led by data and insights,” has driven BET to have the largest repository of information on Black consumers than any other media company worldwide. His understanding of this data has inspired him to create content and messages that help marketers sell products and services and help them become good corporate citizens.

In addition to Carr's stellar professional career, he has had a long-term commitment to young people and his community. Carr founded the Louis Carr Internship Foundation (LCIF) 17 years ago to help improve diversity in corporate America through paid internships. The foundation has provided 178 paid internships, in which 45 alumni now have full-time jobs within the industry.

He has also created The Blueprint Men’s Summit, which brings together some of Black America’s high profile thought leaders to educate Black men in the areas of Finance, Health, Careers, Relationships, and Entrepreneurship. Staying true to his commitment of giving back, Carr launched his latest brand called WayMaker. He purposed this initiative to help provide direction, wisdom and inspiration to people wanting to grow their life and change the world. Through the quarterly WayMaker Journal and other avenues, the umbrella brand offers insight from subject-matter experts across a wide range of fields.

Carr has authored two books, *Dirty Little Secrets* and *Little Black Book: Daily Motivations for Business and Personal Growth*. He openly lays out his blueprint to greatness, covering much-needed topics like Leadership, Culture, Strategy, Vision, Success, and Diversity.

Carr has served on more advertising industry boards than any other African American. He has served on the International Radio and Television Society (IRTS), the Video Advertising Bureau (VAB), the Advertising Council, and the American Advertising Federation (AAF).

He currently serves on The United States Track and Field Foundation (USATF) Board, Cedar Fair’s Board of Directors, Drake University’s Board of Trustees, and Chicago State University’s Board of Trustees.

Mr. Carr attended Drake University on a full athletic scholarship and received a B.A. in Broadcast Journalism. He has been happily married for 34 years. For more information, visit [iamlouiscarr.com](https://iamlouiscarr.com) or follow him on Facebook, Instagram, and Twitter @iamlouiscarr and Louis Carr on LinkedIn.