

# Someone Saw Something In Me And Did Something About It



**Louis Carr**  
PRESIDENT OF MEDIA SALES



Hear the story of how Louis Carr transformed the multicultural space for some of the world's biggest brands.

## About the Speaker

Louis Carr has been with BET Networks for 34 years, serving as the president of media sales for the last 18 years. 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. He has made BET Networks the number one brand and choice for Black consumers.

Carr founded the Louis Carr Internship Foundation (LCIF) to help improve diversity in corporate America through paid internships. 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.

Most recently, Carr created Face 2 Face, a monthly virtual live streaming social media series that taps into the psyche and ethos of what it means to be Black in America. 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.

**March 19,  
12-1:30 p.m. CDT**

Online Event

**Register now**

<https://www.sictr.iastate.edu/events/innovators-forum-louis-carr-president-of-media-sales-bet-network/>

*Flagship Friday Innovators Forums are moderated virtual conversations where industry mavericks share their personal stories of innovation. Open to students, faculty, staff, and community members.*