Who is Louis Carr?
Louis Carr has been with BET Networks for 34 years, serving as the President of Media Sales for the last 18 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 content and messages that help marketers sell products and services worldwide. His understanding of this data has inspired him to create 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. 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.

Innovate at Iowa State Online
Short Circuit: Bigger Than YOU Think

Short Circuit: How to Innovate Your Invitation into BIG Conversations
Sponsored by: The Student Innovation Center

Louis Carr
President of Media Sales
BET

Moderated by
Nacuya Rucker
Director of External Relations, University Library
Innovation Leadership for Innovation Fellows in Training and Flagship What Innovators Forum

“Someone saw something in me and decided to do something about it”

Founder of the LOUIS CARR INTERNSHIP FOUNDATION providing 178 paid internships over 17 years

AUTHOR
Dirty Little Secrets, and Little Black Book

REGISTER
https://www.sictr.iastate.edu/biggerthanyou-short-circuit/
October 23, 2-3:20 p.m. on-line

TOPICS
• How can you invite yourself into conversations that influence policy, practices, attitudes and culture?
• How does creating a public voice usher you into situations that are career and life changing?
• How do you find people who will invest in you? Are you someone who differentiates yourself so other people see possibility in you and act on what they see?
• What are the proven behaviors that cause people at any age to be included, invited, and promoted in activities that influence culture, business, and community life?

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Student Innovation Fund Challenge
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Applications for the April 2021 innovation competition will be available on the Student Innovation Center Website January 2021