

LOUIS CARR

Director



Louis Carr was appointed to Cedar Fair’s board of directors in 2020. He is an entertainment, media, and advertising executive with more than 30 years of experience.

As president of Media Sales at Black Entertainment Television (BET) Networks, Louis is one of the most influential and prominent African Americans in both the media and marketing industries. He has been responsible for more advertising dollars targeted towards the African-American consumer markets than any other professional or company.

In 2016, Louis celebrated his 30th year anniversary with BET. In the same year, he earned the Diversity Award from the Hyatt Corporation and another Lifetime Achievement Award from the Patricia Martin Legacy celebration honoring his work around diversity from both a personal and professional standpoints. Louis has also been listed on NAMIC’s Most Influential African Americans list in the cable industry several times.

Louis has served on boards of the Ad Council; International Radio and Television Society (IRTS); American Advertising Federation (AAF); and the Video Advertising Board (VAB), formerly the CAB. He currently serves on the board of the Boys Hope Girls Hope and the United States Track and Field Foundation.

Utilizing his B.A. in Journalism from Drake University, Louis has become a compelling author, writing two books titled *Dirty Little Secrets* and *The Little Black Book: Daily Motivations for Business and Personal Growth*.