

**Matt Barr is Chairman & CEO of Carolina Color, a successful, family-owned business founded in 1967. The company produces colorant for the plastics industry from facilities in Salisbury, NC and Delaware, OH. Carolina Color enjoys a well-earned reputation as a proven innovator having introduced several market-disrupting colorant delivery technologies that have reshaped the entire industry over the last decade.**

**Matt Barr knows how to drive positive change and growth within an organization and is helping to do the same for the entire manufacturing economy by promoting pro-growth policies in Washington D.C. as a member of the Executive Committee of the National Association of Manufacturers (NAM). Matt currently serves as the Vice-Chairman of the NAM Political Action Committee. He is also the Vice-Chairman of the Novant Health Rowan Medical Center Foundation and a Trustee of the Rowan-Cabarrus Community College, both of which are in Salisbury, NC.**

**Prior to joining Carolina Color, Matt enjoyed a decade-long career at Time Inc. in a variety of sales and publishing management positions—his last being Publishing Director of Sports Illustrated Presents. Matt earned his Bachelor's Degree from Columbia University and has completed executive education courses in Finance at Northwestern University's Kellogg School of Management and in Publishing at Stanford University.**

**Matt and his wife Gwin have three children, Annabel (16), Charlie (14) and Lucy (10).**