

NC INFRASTRUCTURE & SUPPLY CHAIN COUNCIL

Chad Willis
Executive Director
North Carolina Motorsports Association/NC Motorsports Foundation

Chad Willis is a motorsports business and marketing executive with more than 25 years of experience spanning sponsorship, brand strategy, industry leadership and revenue growth. He currently serves as Executive Director of the North Carolina Motorsports Association (NCMA) and its charitable arm, the North Carolina Motorsports Foundation, where he leads efforts to strengthen, promote and advocate for one of the nation's most important motorsports industry clusters.



Willis has spent much of his career at the intersection of motorsports, business and marketing. He began his motorsports career with R.J. Reynolds/Winston, working with one of NASCAR's most iconic sponsorship platforms, before joining Sprint NEXTEL, where he spent more than a decade helping lead the company's landmark NASCAR sponsorship and its activation across the sport. He later served as President of Racing Electronics, a longtime provider of communications technology and equipment to the motorsports industry.

Throughout his career, Willis has worked closely with race teams, sanctioning bodies, tracks, sponsors, media partners and industry stakeholders, giving him a broad perspective on both the business and evolution of motorsports. His experience includes sponsorship strategy and activation, brand development, digital marketing, revenue generation, event strategy and organizational leadership.

As Executive Director of NCMA, Willis is focused on growing the association's membership and industry impact while advancing its core pillars of advocacy, networking, visibility and education. He also strongly advocates positioning motorsports not simply as a sport and entertainment property, but as an economic engine encompassing advanced manufacturing, engineering, technology, workforce development, tourism and a sophisticated supplier ecosystem.

A Virginia Tech graduate, Willis began his career as a sports journalist before moving into the motorsports business.

