

## **Matt Wallsmith Bio**

### **Incoming President & CEO, South Florida Fair**

Matt Wallsmith will become the South Florida Fair's president & CEO on July 1, 2024. He has served as vice president and chief financial officer of the fair in West Palm Beach since 1998.

He earned his master's degree in accounting from the University of Florida and began his career in public accounting at Ernst & Young LLP. He is currently a licensed CPA in Florida.

As CFO, Wallsmith has handled accounting duties and expanded his role to oversee the gates, midway, concessions, information technology and maintenance operations at the fair. He also was instrumental in creating Fright Nights, the South Florida Fair's largest event outside of the annual fair in January.

In his upcoming role as president & CEO, he will be responsible for overseeing a staff of 55 people and managing the production of the annual 17-day fair. He will work closely with the board, leadership team and all employees to drive the organization's mission and deliver exceptional experiences to fairgoers.

Wallsmith intends to focus on improving parking and enhancing the overall experience and value for fairgoers and leading the fair into its next chapter, emphasizing innovation, sustainability, and excellence.

A graduate of the Institute of Fair Management (International Association of Fairs & Expositions), Wallsmith has served on the Board of the Chamber of the Palm Beaches, and he is a Leadership Palm Beach County Alumni.

A longtime resident of Palm Beach County, Wallsmith lives with his wife of 25 years and their two children, who currently attend the University of Central Florida. In his free time, he enjoys fishing, boating and biking, which help him maintain a balanced and fulfilling life.



Photo by Erica Hernandez