

**Colby Hall** is the executive director of the Shaping Our Appalachian Region (SOAR), a non-partisan, non-profit organization that advocates for the 54 ARC-mandated counties in eastern Kentucky through local projects and programs following the decline of the coal industry. The organization's priorities are centered around broadband and connectivity, remote work, healthy communities, entrepreneurship and regional prosperity. Before joining SOAR, Hall served as an experienced sales professional and has a history working in computer software and transportation. Hall is a graduate of the University of Kentucky with a bachelor's degree in biology and biological sciences with experience in health care and business. Born in Somerset, Hall currently resides in Pikeville and continues to make a difference in the Appalachia region.

