



Matt Shoup

***Entrepreneur/Author/Speaker/
Founder of the Pour Into People
Company™***

Matt Shoup is a Jesus follower, husband, father, author, keynote speaker, serial entrepreneur, Spanish coffee enthusiast, aspiring paella chef, and Brazilian Jiu Jitsu black belt. He's proof that you can mix faith, business, and caffeine—and still find time to roll on the mats.

In 2005, Matt was six figures in debt, newly married, and stuck in a soul-crushing job as a loan officer. When the company fired him, Matt decided to gamble his last \$100 on himself. He founded M&E Painting and grew it into a million-dollar company in just three years, a multimillion-dollar enterprise in five, and to date, M & E has produced over \$40 million in revenue. Along the way, Matt learned that desperation and determination make one heck of a combination!

Since founding M & E Painting, Matt has gone on to start six more companies, all built from the ground up, and his businesses have earned dozens of local, national, and international awards. He's been featured in outlets like *INC Magazine*, *Entrepreneur Magazine*, *BBC*, and *US News and World Report*.

Now, as an author of three books (with a fourth on the way), Matt loves to spend his days pouring into faith-based entrepreneurs, inspiring them commit to their calling and serve their communities authentically through business. His message blends faith, business wisdom, and humor, leaving audiences ignited to make a meaningful impact on the world.

As a follower of Jesus, Matt was created to relentlessly, joyfully, and lovingly pour into people. He passionately shares his story to inspire, ignite, and encourage others, while diligently protecting, journeying alongside, and celebrating with those he loves—especially his family.

When Matt isn't inspiring entrepreneurs or running his businesses, he enjoys traveling to Spain, teaching Brazilian Jiu Jitsu, perfecting his paella recipe, fueling his Spanish coffee addiction, and most of all, spending quality time with his wife, two children, and their dog.

Matt's mission is simple: inspire others to discover their purpose, pursue it relentlessly, and make a lasting impact on the world—one business, one connection, and one cup of coffee at a time.