

ABIGAIL PIERRE-LOUIS

CO-FOUNDER AND CEO, BOOST YOUR BRAND

GILMAN SCHOLAR · CULTURAL STRATEGIST

MISS HERITAGE GLOBAL · BOARD MEMBER (INCOMING)

TRACK I

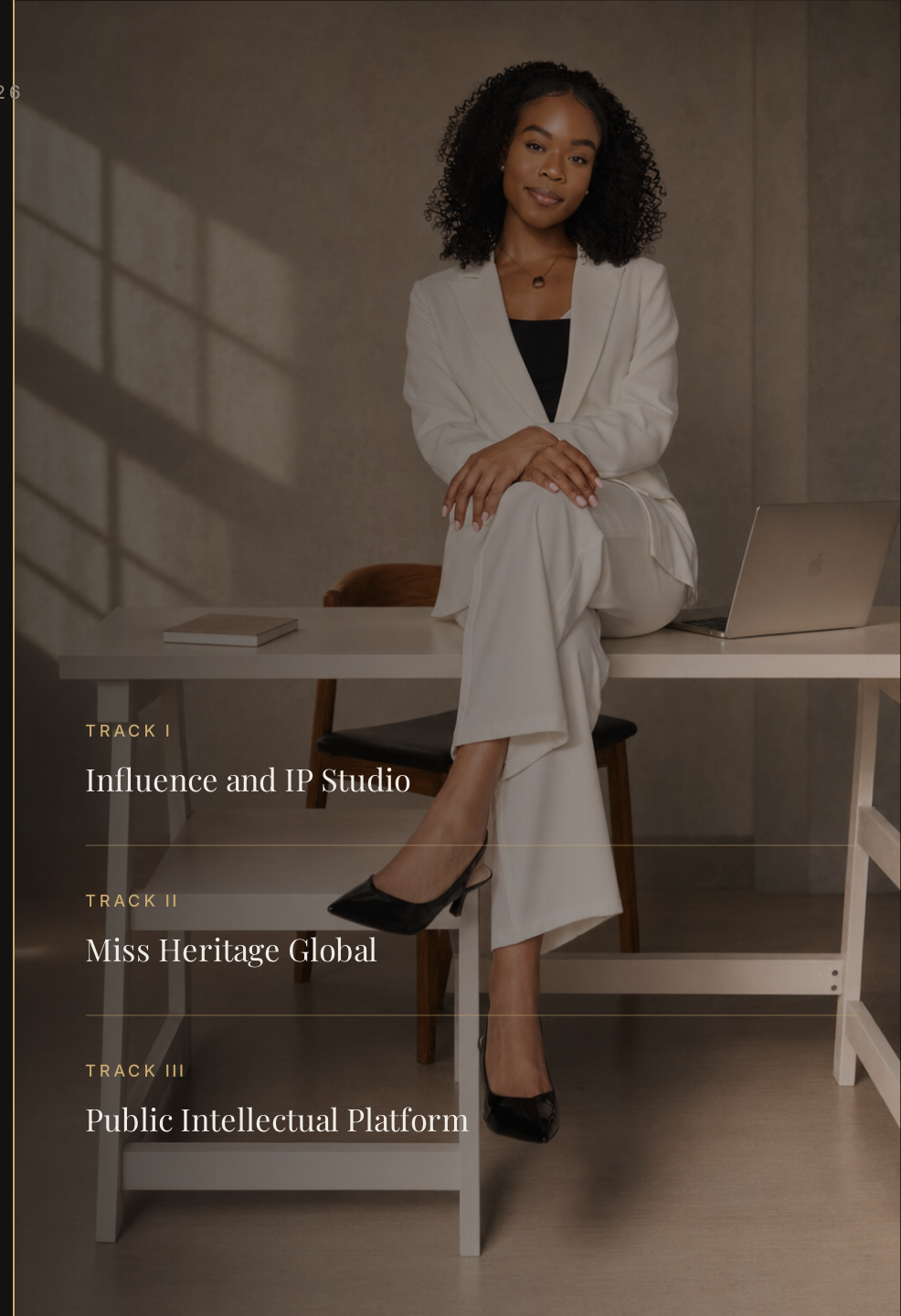
Influence and IP Studio

TRACK II

Miss Heritage Global

TRACK III

Public Intellectual Platform



THE POSITIONING STATEMENT

"Abigail Pierre-Louis builds the infrastructure modern brands use to become *culturally significant*, and contributes to the institutions women use to become *culturally permanent*."

CO-FOUNDER AND CEO, BOOST YOUR BRAND · GILMAN SCHOLAR · MISS HERITAGE GLOBAL

The Kind of Founder the Industry Is Still Learning to Name.

A first-generation Haitian-American, Gilman Scholar, and University of Missouri business graduate with a Cornell business development certificate, Abigail Pierre-Louis built her foundation deliberately before building her company. Before co-founding Boost Your Brand at 23, she gained sales and marketing experience at a Fortune 200 company. She has grown BYB past \$1.7 million in revenue alongside co-founder and President Hannah Smith, while simultaneously serving as Miss Heritage Global and transitioning into a board role with the organization.

Gilman Scholar

University of Missouri

Cornell Certificate

Fortune 200 Alumni

Miss Heritage Global



23

AGE AT FOUNDING

\$1.7M+

REVENUE,
BOOTSTRAPPED

5

INTERNATIONAL MARKETS

Identity Compounds. Campaigns Don't.

The brands that win over the next decade will not win because they produced more content or ran more campaigns. They will win because they built clearer identities, deeper cultural relevance, and more sophisticated influence infrastructure than their competition. Pierre-Louis built BYB on exactly that thesis before AI made it obvious.

As a titleholder transitioning into a board role at Miss Heritage Global, Pierre-Louis is bringing the same infrastructure thinking she applies at BYB to reshape what the platform becomes. And the public intellectual platform she is developing is built for a conversation the culture is only beginning to have.

BOOST YOUR BRAND

Influence infrastructure for brands becoming culturally significant

MISS HERITAGE GLOBAL

Titleholder transitioning to board, contributing to its repositioning as a global institution

PUBLIC PLATFORM

Intellectual frameworks for the founders and women building after her

Not an Agency. A Content, Events, Influence and IP Studio.

BYB has evolved from a digital marketing agency into a content, events, influence and IP studio. Co-founded by Pierre-Louis and Hannah Smith, the studio architects the systems that help modern founders, creators, and cultural brands become not just visible, but culturally significant. Every engagement is designed to build compounding brand equity, not deliver a campaign.

\$1.7M+ REVENUE, BOOTSTRAPPED, NO INSTITUTIONAL BACKING

NOT A SOCIAL MEDIA AGENCY

SERVICE ARCHITECTURE

- 01 Creator Partnerships and Influence Architecture
- 02 Experiential Campaign Strategy
- 03 Brand Identity and IP Development
- 04 AI-Integrated Content Workflows
- 05 Community and Education Ecosystems

Two clients. Two acquisitions. A category no one else built.

\$29M

BigShot Acquisition

BYB managed marketing activations, influencer partnerships, and social media for BigShot's College Station location. Subsequently acquired by Acushnet and TopGolf.

Multi-M

Janitors Warehouse Acquisition

BYB built the full marketing platform and digital infrastructure in year one of business. Subsequently acquired in a eight-figure transaction.

\$80K-\$200K

Earned Media Value per Event

Consistent EMV per campaign or event/marketing campaign with the combination of brand partnerships, high-end influencer invite lists, and the combination of premium content and event production.

Category

Sports Family Network

A network connecting professional sports families, health professionals, and cultural figures that did not exist before BYB built it. Randi Mahomes, Stephanie Diggs, Sabrina Greenlee.

The Network She Built Before Anyone Else Saw the Category.

CULTURAL AND SPORTS FIGURES

Randi Mahomes	Sports Family
Stephanie Diggs	Sports Family
Sabrina Greenlee	Sports Family
Taylor Davis	Top 100 Dallas Influencers
Dr. Abbey Houde	Health Professional
Dr. Elizabeth Lombardo	Health Professional

FIRST-MOVER · SPORTS FAMILY AND CULTURAL IDENTITY

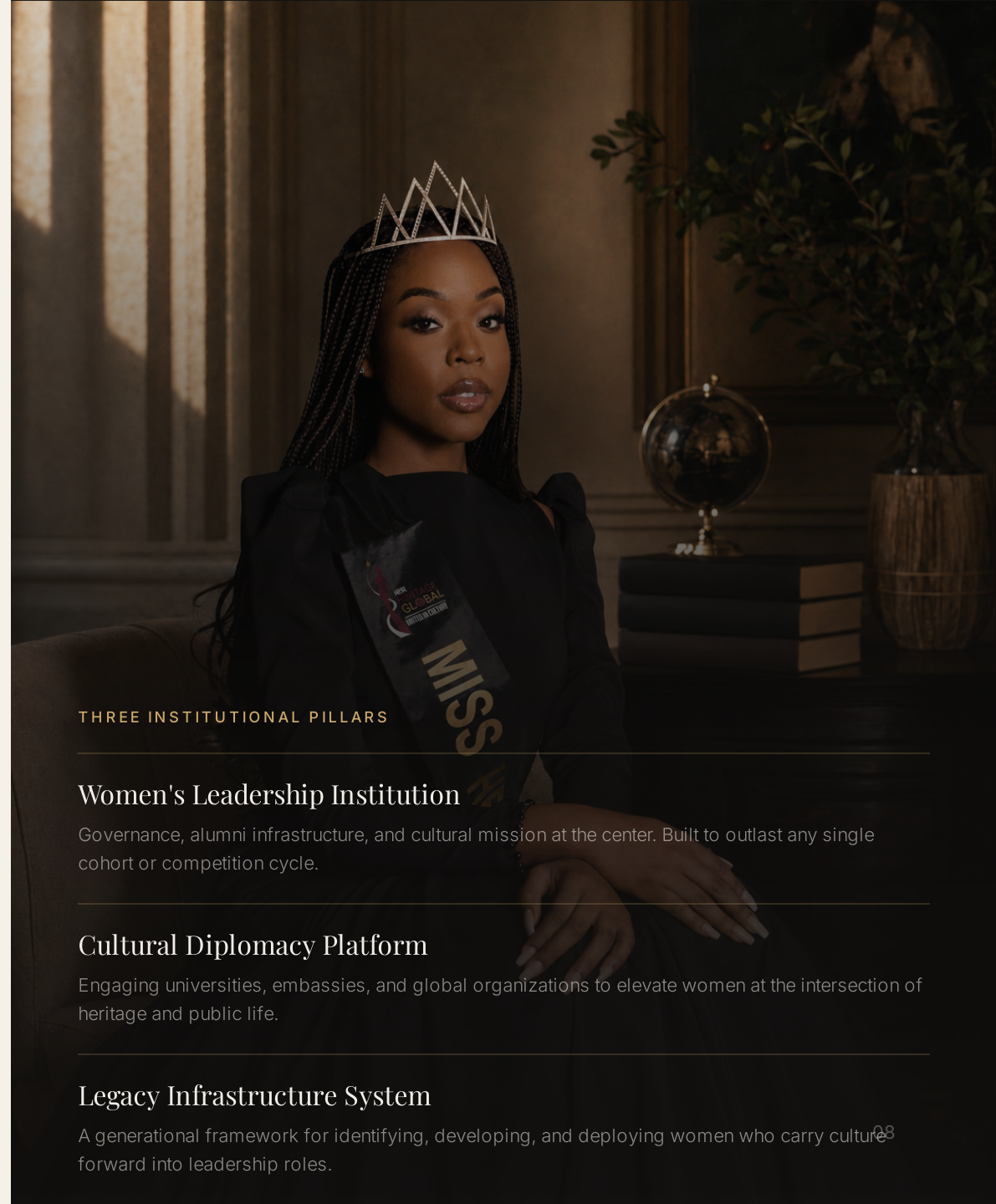
BRAND PARTNERS

David Yurman	Luxury
MacKenzie-Childs	Luxury Lifestyle
Cymbiotika	Wellness
Invisalign	Health and Wellness
Academy Sports	Sports and Lifestyle
IAMSecond	Faith and Culture
BuDhaGirl	Lifestyle and Culture
BigShot Golf	\$29M Acquisition
Janitors Warehouse	Multi-Million Acquisition

Titleholder. Transitioning to Board. Building the Institution.

Pierre-Louis currently holds the Miss Heritage Global title and is in the process of passing her crown as she transitions into a board role with the organization. Rather than stepping away at the end of her reign, she is stepping in more deliberately, bringing the same influence infrastructure thinking she applies at BYB to help shape what Miss Heritage Global becomes. The vision: a platform that does not crown winners but commissions cultural stewards, women who carry their heritage forward into leadership, community-building, and public life.

"The most powerful thing a woman can build is something that outlasts her presence in any room."



THREE INSTITUTIONAL PILLARS

Women's Leadership Institution

Governance, alumni infrastructure, and cultural mission at the center. Built to outlast any single cohort or competition cycle.

Cultural Diplomacy Platform

Engaging universities, embassies, and global organizations to elevate women at the intersection of heritage and public life.

Legacy Infrastructure System

A generational framework for identifying, developing, and deploying women who carry culture forward into leadership roles.

Pierre-Louis holds the Miss Heritage Global title and is transitioning into a board role with the organization. She is not simply stepping away. She is choosing to build the institution rather than leave it.

"Women who carry their heritage forward into leadership, community-building, and public life."

IDENTIFY

Women of Cultural Depth

Recognizing women whose leadership potential is rooted in cultural intelligence, heritage fluency, and institutional thinking.

COMMISSION

Pathways Into Public Life

Creating structured pathways into institutional roles, cultural leadership, and community-building at a global scale.

ELEVATE

A Lifetime of Contribution

A generational infrastructure for women who carry culture forward across decades, not seasons.



01

Elegant Ambition

Feminine excellence is not the absence of ambition but ambition expressed through structure, patience, and long-term thinking rather than noise and urgency. The definitive framework for a concept no one currently owns clearly in public discourse.

FUTURE KEYNOTE TERRITORY

03

Cultural Intelligence as Leadership Currency

The ability to move fluently across cultural contexts is the most undervalued leadership skill of the current era. Women who possess it are disproportionately powerful. Pierre-Louis speaks to this from lived experience across five countries and multiple cultural identities.

EMERGING ESSAY SERIES

02

Institutional Femininity

The most powerful thing a woman can build is something that outlasts her presence in any room. Her transition from titleholder to board member at Miss Heritage Global is the proof of concept in practice: a woman choosing to build the institution rather than simply leave it.

FUTURE BOOK FRAMEWORK

04

Visible Depth

The discipline of being publicly visible without becoming shallow. How a founder or leader builds a public presence that accumulates authority over time rather than eroding it. Uniquely hers because she is building it in real time, in public, with a documented methodology.

THOUGHT LEADERSHIP IP

The work speaks. The numbers confirm it.

\$1.7M+

REVENUE, BOOTSTRAPPED
NO INSTITUTIONAL BACKING

\$80K–\$200K

EARNED MEDIA VALUE
PER CAMPAIGN OR EVENT

2

ACQUISITION-ADJACENT
CLIENTS IN PORTFOLIO

5

INTERNATIONAL MARKETS
WITH ACTIVE PRESENCE

THE ACQUISITION PATTERN

Two clients. Two acquisitions. Neither was the goal.

Janitors Warehouse: BYB built the full marketing platform in year one. Subsequently acquired in a eight-figure transaction. BigShot: BYB managed marketing activations, influencer partnerships, and social media. Subsequently acquired by Acushnet and TopGolf for \$29 million. Both reflect the caliber of companies BYB operates alongside.

THE GLOBAL FOOTPRINT

Universities, embassies, and entrepreneurship programs across five countries.

Rwanda

Haiti

Qatar

France

South Africa

A Global Operator, Not a Local Agency.



Representing Miss Heritage Global, Pierre-Louis has spoken at universities and engaged with embassies across Rwanda, Haiti, Qatar, France, and South Africa, bringing frameworks developed for US-market brands into conversations about entrepreneurship, visibility, and identity that most of her industry never enters.

"The cultural intelligence she carries from those experiences is not incidental to her work. It is the edge that makes BYB's output distinct and her board contributions to Miss Heritage Global credible."

A Founder Who Speaks in Frameworks, Not Declarations.

01

The Infrastructure of Influence

Why identity compounds and campaigns don't, and what that means for the next decade of brand building. A framework for founders, marketers, and cultural operators navigating the post-campaign era.

03

Institutional Femininity

What it means to build something that outlasts your presence in any room. The case for institutional thinking in women's leadership, and why the most powerful thing a woman can build is not a career but a culture.

02

AI and the Future of Cultural Strategy

How AI is making content cheap and identity expensive, and how the smartest brands are responding. A practical and philosophical examination of what operational intelligence actually looks like.

04

Cultural Intelligence as Leadership Currency

The most undervalued leadership skill of the current era. Why women who can move fluently across cultural contexts are disproportionately powerful, and how to develop that fluency deliberately.

"Building the infrastructure modern brands use to
become culturally significant,
*and the institutions women use to become culturally
permanent.*"

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