



# **Hyllion | Fostering Relationships Among the Next Generation of Entrepreneurs**

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## **CHALLENGE**

Hyllion, a technology company that develops electrified power trains for Class 8 semi-trucks, was founded by Thomas Healy, a serial entrepreneur and, at the time, the world's youngest self-made billionaire. Healy had a passion for fostering relationships among the next generation of entrepreneurs while also solidifying himself and Hyllion as an industry changemakers. Hyllion reached out to Pierpont for communications support to increase Healy's executive visibility and establish him as an industry thought leader.

## **OBJECTIVE**

As Hyllion's communications partner, Pierpont was responsible for creating high-impact communications activities that showcased Healy's commitment to support young, growing entrepreneurs who wish to build their community up with individuals that share similar aspirations.

## **APPROACH**

By leveraging industry contacts, Pierpont immediately secured Healy a profile within Forbes highlighting Healy's position as CEO and the future of electric trucks. Pierpont also implemented an aggressive social media strategy for Healy's personal Twitter and Instagram accounts.

Healy had a desire to generate executive awareness in the Austin marketplace where Hyllion is headquartered. Capitalizing on the world's largest tech conference, South by Southwest (SXSW), Pierpont created and executed a two-night event called "The Entrepreneur's Lounge." The invite-only lounge was located in the heart of the SXSW event, offering a quiet lounge space for like-minded entrepreneurs to escape the conference craziness and network in peace.

## **RESULTS**

Pierpont was able to get Healy verified on Twitter and increased his follower count through

organic and engaging social content. Additionally, the team connected Healy with a book publisher to discuss plans for a memoir.

Notable entrepreneurs and C-suite executives from across the globe attended the event. In the Entrepreneur's Lounge, guests were able to converse and build relationships in a more comfortable environment. Hyliion's event fostered many meaningful interactions and conversations for young entrepreneurs who are working to build their networks. Additionally, Hyliion's brand visibility was plentiful with the City of Austin approving Hyliion to park a Hyper Truck ERX outside of the venue for photo opps.