



## **JB Poindexter & Co. | Positioning the CEO for EY's 2024 Entrepreneur Of The Year® Award**

JB Poindexter & Co. | Positioning the CEO for EY's 2024 Entrepreneur Of The Year® Award

### **CHALLENGE**

John Poindexter, founder and CEO of [JB Poindexter & Co. \(JBPCO\)](#), was nominated for EY's 2024 Entrepreneur Of The Year® award. This honor required a compelling narrative to showcase his entrepreneurial spirit, resilience, and innovation. Pierpont's task was to distill Mr. Poindexter's expansive career and JBPCO's achievements into an engaging submission, guide him through the process, and enhance his and JBPCO's brand visibility through [public relations](#) initiatives.

### **OBJECTIVE**

The primary goals were to craft a cohesive submission that positioned Mr. Poindexter as a top contender, prepare him for speeches and interviews, amplify his achievements through media coverage, and ensure alignment with EY's requirements. The EY Entrepreneur Of The Year® nomination process begins with regional awardees who are then nominated as finalists for the National EY Entrepreneur Of The Year® award.

### **APPROACH**

Pierpont adopted a multi-faceted approach to highlight Mr. Poindexter's accomplishments, entrepreneurial journey and JBPCO's business success. For submission development, Pierpont crafted a compelling narrative detailing JBPCO's growth from \$40 million to \$2.7 billion in revenue, emphasizing the company's leadership in sustainability and innovation.

Preparation support included a powerful acceptance speech and tailored talking points to ensure Mr. Poindexter excelled in EY's event interactions, conveying his gratitude and vision. The team also developed a press release and executed Houston media outreach announcing John as both the Entrepreneur Of The Year® 2024 Gulf South Award Winner and the Entrepreneur Of The Year® 2024 National Winner. Efforts were complemented by engaging [social media](#) content to broaden the reach and impact of the nomination and award. Finally, event coordination involved liaising with EY organizers to meet all submission and logistical requirements, streamlining communications and aligning deliverables across stakeholders.

## RESULTS

Mr. Poindexter was named both the both the [Entrepreneur Of The Year® 2024 Gulf South Award Winner](#) and the [Entrepreneur Of The Year® 2024 National Winner](#).

Being selected as a winner of EY's Entrepreneur Of The Year® is a significant global achievement, recognizing entrepreneurial excellence and innovation. This prestigious honor elevates recipients into an elite network of business leaders, providing opportunities for international collaboration and heightened industry influence.

Through compelling narrative storytelling and strategic communications, Pierpont's efforts were instrumental in Mr. Poindexter's EY award wins, showcasing his and JBPCO's transformative contributions to innovation and entrepreneurship.