

## **Aimee Woodall, Black Sheep Agency**

Aimee is the founder of the Black Sheep Agency, a cause-driven brand strategy firm located in Houston that works with companies who balance purpose with profit. They work exclusively with nonprofits, civic organizations and for-profit companies that prioritize social responsibility.

Very simply put, they activate people around things that matter.

Currently, they are working with FLOTUS to change the conversation about life after high school for Generation Z through the #BetterMakeRoom campaign and serving as a member of the Creative Alliance, a collective of top creative agencies that support social good initiatives on behalf of Civic Nation, a non-partisan, non-profit organization that brings together public and private stakeholders to run campaigns dedicated to increasing civic engagement and community organizing.