

Whitney Breaux: Be a Badass and Change the World

Meet Whitney Breaux, a dynamic force of nature who believes in the power of boldness and the magic of making a difference. With a heart full of passion and a mind brimming with innovative ideas, Whitney is on a mission to inspire and empower others to unleash their inner badass and create positive change in the world.

From leading groundbreaking projects to mentoring the next generation of changemakers, Whitney's journey is a testament to the impact one person can have when they dare to dream big and act fearlessly. Whether she's speaking at international conferences, spearheading community initiatives, or simply sharing her wisdom over a cup of coffee, Whitney's infectious energy and unwavering commitment to making the world a better place are truly inspiring.

Whitney's story took a dramatic turn in March 2020 when she was diagnosed with stage 3 invasive ductal carcinoma breast cancer. Despite the shock and challenges, she faced her diagnosis head-on, undergoing six rounds of chemotherapy, a double mastectomy, radiation treatments, and multiple rounds of monoclonal antibody infusion therapy. Her resilience and determination to fight through her treatment and recovery have been nothing short of remarkable.

During her battle with cancer, Whitney noticed a gap in awareness about breast cancer, especially among young, Black / African American women. This realization fueled her passion to create the "Day 18" campaign, encouraging women to perform self-breast exams on the 18th day of each month. The number 18 symbolizes the statistic that one in eight women will be diagnosed with breast cancer in their lifetime and the infamous number 18 of her beloved LSU Fighting Tigers. Whitney also now serves on the Woman's Hospital Board of Directors, advocating for patients like herself.

Whitney's professional journey is equally impressive. Since joining Lilly in 2011, Whitney has held many roles across the company, including Sales, Information Technology, US Marketing, Global Marketing, Sales Leadership, and International Marketing. Because of Whitney's diverse career experiences, she's become known as a "Visionary Servant Leader" who takes people and ideas to the next level to solve complex business problems. In her current role as the Global Marketing leader for Eli Lilly's dermatology portfolio, Whitney is responsible for launching a new biologic treatment in 30 countries around the world.

Known as the ultimate multi-tasker and visionary strategic operator, Whitney has been dubbed the "poster child" for the millennial generation by the Baton Rouge Business Report and recognized her as a "Forty Under 40" Rising Business Leader at the age of 22. Her leadership style centers on being a connector, culture builder, and elevator of talent, always striving to take people and ideas to the next level.

Whitney Breaux is a life-long resident of Baton Rouge and graduate from Baton Rouge High in 2005. In 2004, Whitney became the first black woman crowned Miss Teen Louisiana. She graduated from Louisiana State University with a B.A. in Mass Communication: Political Communication in 2009. Whitney immediately began pursuing her Masters in Business Administration at LSU and graduated in 2011.

In her spare time, Whitney enjoys spending the weekend watching her 15-year-old son Jason Jr. play baseball and basketball. Jason is a sophomore at Catholic High School in Baton Rouge. Whitney also enjoys traveling and experiencing cultures around the world.

Whitney is on her quest to challenge the status quo, break barriers, and ignite a movement of badassery that knows no bounds. Because when you believe in yourself and your ability to change the world, there's nothing you can't achieve.