



EVENT PLANNER | BRAND SPECIALIST | BUSINESS CONSULTANT

## NICHOLAS "NICK" BARTLEY, M.ED

   @V2LCEO



**Nicholas "Nick" Bartley, M.Ed** is a serial entrepreneur with 15+ years of "qualified" experience in meeting/event planning, graphic design & brand management, and business development consultation. He brings a wealth of knowledge and experience that contribute to his success in fully grasping a client's vision which include planning regional & national conferences (with up to 10,000+ attendees), designing logos, collateral and websites for clients across the country, managing a \$65M budget for a college, sponsorship acquisition, consulting with image & professional development for high school students up to young professionals, and the list could go on. His unique background of education, financial management, customer focus principles, and innovative event planning & creative design experiences will combine as an infusion of the perfect blend to accomplish his client's mission and goals for their respective project.

**The Vision...** After building a solid five year career foundation at Morehouse College, Nicholas decided to pursue this long awaited entrepreneurial endeavor...to own his own conference and special events planning & design company. In 2009 that dream was realized with a trust fall on faith that led to the formation of V2L Events, LLC, an event planning & management firm focused on highlighting the client's brand image through their events. Unique from his competitors, Nicholas was compelled to include direct graphic design services with all his client projects and by 2011 the demand fostered the development of the V2L Design Studio. The intent was to make V2L a "one-stop" branding solutions firm to assist with event planning, branding, and marketing in one seamless production package. Additionally, his commitment to assisting in business and entrepreneurial development led to creating The Entrepreneurial Cooperative (2012) and The 168 Life Project (2014).

**The Brand...** With understanding the importance and power of brand image and perception, the company celebrated its 5th year anniversary with a major rebranding strategy, which included changing its name to **The V2L Corporation, LLC**. The V2L Corporation is a premier service solutions company, with a nationwide roster of clientele, offering service solutions in the areas of event planning, branding, entrepreneurial development, and business consulting. Distinguished by its attention to detail, flawless execution, and altruistic customer service, V2L listens to the vision, demonstrates expertise, and aims to please clients to the fullest, no exceptions. V2L is where Visions come to Life!

**The CEO...** Nicholas obtained a Bachelor of Science degree in Mathematics from Morehouse College, a Master of Education degree in Educational Leadership from Georgia State University, and a Certificate of Hospitality Administration in Tradeshow and Event Planning from the J. Mack College of Business at Georgia State University. He has served in professional capacities as Budget Assistant, Budget Analyst and Director of On-Campus Recruitment & Special Events all at Morehouse College. His level of expertise involves infusing those experiences to create integrated business solutions that provide clients with a unique interaction that assists more than just planning an event or designing a website, but dissecting and providing information for business expansion and sustainability. Nicholas thoroughly feels his mission in business is to use his gifts and talents to enhance his client's brand image with an approach on providing holistic solutions and works diligently to exceed their expectations. His only goal is to execute THE VISION and lend expertise to transfer knowledge for long term success ... it's not just a transaction, it's a mutual partnership.



To learn more about Nicholas and V2L visit [www.NickBartleyPresents.com](http://www.NickBartleyPresents.com) or [www.V2LCorporation.com](http://www.V2LCorporation.com)