

Meet Raechele Gray

Raechele Gray is a social entrepreneur and startup ecosystem builder that is passionate about strengthening Louisville's entrepreneurship community. As founder & Creative Director of Greater Works, LLC, Raechele was responsible for all client accounts and creative projects developed by the design team at Greater Works Design Studio (greaterworksds.com). Her works have been featured in various avenues including Louisville Metro - Office of Performance Improvement & Innovation Digital Inclusion Program, the Office of KY Governor Steven L. Beshear with the Kentucky Commission on Women, and startup ventures including Culture Code Louisville (culturecodelouisville.com), Derby Diversity Business Summit (derbydiversity.com) and Diversity Pitchfest EntreArt Exhibit!



Raechele Janiece Gray
Social Entrepreneur / Startup Ecosystem Builder

Raechele was also selected by the Community Foundation of Louisville as the inaugural Vogt Innovator. Her role at 1804 Entrepreneur Center (1804ec.com) is to help shape the entrepreneurial culture in Louisville, with a special focus on increasing access to entrepreneurship resources for minorities and women. During her stint as Vogt Innovator, she was responsible for assisting with startup ecosystem mapping, resourcing clients with a network of entrepreneur services, organizing programs to support high-tech startups, and community outreach and education around inclusive entrepreneurship.

Prior to 1804, Raechele Gray was integral in the rapid growth and success of her family enterprise Creative Spirits Networks, Inc. She previously served as the Associate Director of Community Development Division, the community rehabilitation arm of Creative Spirits Behavioral Health designed to support, empower and assist clients who are in need of workforce services, life skills training and community support. She now serves as Chief Business Development Officer for Creative Spirits Networks, Inc. where she is responsible for all marketing and business development activities for the organization. (creativespiritsonline.com)

Raechele's involved with various community endeavors, including Ignite Louisville (Spring Class of 2019), YPAL Emerging Leaders (Fall 2017), and serves as board member of the Passport Foundation and Canopy KY. Raechele attended Eastern Kentucky University, where she graduate with a Bachelors in Public Relations and a Masters of Business Administration. She has received many honors and awards throughout her high school and NCAA D1 collegiate basketball career, including the Athletic Directors Leadership Award recipient by ECU Athletic Department.