

Nicole Gregory

Owner, Urban You



Marketing/brand and technology-focused entrepreneur and CEO. Over the years she's realized she likes to build things; physical structures, businesses and people. Finding gaps in the market; validating, developing, building, scaling and selling.

She is the owner of Urban You - Beauty Bar/Medical Spa with locations in Grand Rapids and expanding two additional locations on the East side of Michigan in 2019. Along with four other businesses she is involved in.

With 5 kids in 5 years, ages 17- 13, her hands are full of teenager conversations and shenanigans. She is passionate about education and looking at each child and a "whole" person, in 2016 she became a trustee of the Forest Hills Public School board. Her husband is a saint, who puts up with her need to always be doing something.