

Consulting and PR firm Created by Black Women Founders Launches With Mission to Catalyze Ventures For Women and Underrepresented Minorities

Vivian & Virginia Ventures LLC was established to eradicate barriers to success for founders and communities of color while helping existing organizations increase equity for diverse staff and clients.

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ATLANTA, April 1, 2021 -- Today Vivian & Virginia Ventures LLC (V3), a consulting and public relations firm announces its launch with the mission of partnering with purpose-driven partners investing in women, underrepresented minorities, and communities of color.

The firm brings two decades of combined experience from its founders in business, strategic consulting, media, and communications. This holistic approach helps V3's clients tackle large-scale problems with nuance, precision, and creativity to transform and repair historical disinvestment for underrepresented groups.

"We believe that big challenges call for big solutions, which is why we formed V3 with a holistic vision," said Brittany Claud, Founder and Chief Business Officer for V3. "Too often organizations, and leaders, are attempting to solve challenges through a piecemeal lens. Our approach is to look at the entirety of an organization and provide creative solutions for partners with every layer of their organization in mind."

V3 offers a suite of services including communications and public relations, public-private partnership solutions, and strategic consulting. V3 is at the intersection between the public, private, and civic sectors, and dedicated to increasing economic and social equity with evidence-based approaches.

Brittany Claud and Candace Wheeler are the founders and visionaries behind the company. Claud's professional experiences include consulting for Fortune 100 companies before pivoting to mission-driven business strategy at Deloitte. Claud has managed government sales and client operations, built and led a supplier diversity program, and most recently, served as the Chief of Staff for Government Contracts. V3 co-founder Candace Wheeler worked as a journalist for over a decade. Her reporting has appeared on National Public Radio, The Washington Post, and Marketplace. Candace's background in broadcasting includes serving as the senior producer for an award-winning, mid-day public affairs program "Closer Look with Rose Scott" where she honed her skills amplifying stories at the critical intersection of government, business, and the impact on the greater community. Most recently she has

developed communications initiatives for the CDC Foundation, a 4-star Charity navigator-rated public health non-profit supporting the lifesaving work of the US Centers for Disease Control and Prevention (CDC).

“V3 was named in honor of my paternal grandmother, Virginia, and her sister, Vivian. Our nation, and the world, are at an interesting inflection point where historical structures that have placed barriers for people of color to achieve success are now being viewed through a more critical lens by those who traditionally have not been impacted by disadvantaged outcomes,” said Wheeler. “Our mission at V3 is to eradicate those barriers across industries and provide our clients with quality, creative solutions with a relentless focus on the details and results for success.”

While based in Atlanta, GA, V3 has a global focus and has officially opened its doors for clients around the world. For more information visit: www.vivandginny.com or follow V3 on social media @vivandginny.