

ABOUT SNOOP



ABOUT ME

Mychel "Snoop" Dillard is a prominent Atlanta-based entrepreneur known for her ventures in the restaurant and nightlife industry, particularly in collaboration with rapper 2 Chainz. A Detroit native, Dillard faced challenges early in life, including becoming a mother at 15. Despite this, she graduated from Vanderbilt University with a degree in economics at age 20, motivated by a desire to regain custody of her daughter.

Dillard began her career as a financial advisor but pivoted to entrepreneurship after being laid off during the 2009 recession. She started several businesses, including a calendar company and nightclubs, experiencing both failures and successes along the way. Her first successful venture was a party bus company, Party Bus Kings, followed by The Hookah Hideaway lounge.

In 2016, Dillard partnered with 2 Chainz to launch Escobar Restaurant and Tapas, which became a hit in Atlanta's competitive dining scene. She now co-owns multiple restaurants with him and in 2022 they franchised their brand.

Dillard is also an advocate for mentorship and Black-owned businesses. Through her entrepreneurial journey, Dillard remains committed to mentoring others and building generational wealth. She is a pioneer in the salon suite industry and owns the franchised brand Remedy Spa & Salon Suites with over 8 locations. Additionally she has the largest salon suite mentorship program in the world and recently in 2023 founded, the National Salon Suites Conference.



WHEN SNOOP SPEAKS

"Snoop is one of the most motivating speakers we have had grace our stage. Her story is not only inspiring but it is very relatable as well. Her true gift is that she is able to relate to everyone in the room. Not only is she a great speaker but she is very easy to work with as well"

- Mike James, Essence

CONTACT INFORMATION

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October 2018

Technologists of Color Conference

December 2018

Vision Board Brunch Affair

January 2019

Business Shower Conference

June 2019

Purpose Power and Progress Conference

October 2018

Technologists of Color Conference

June 2019

Millionaire Mindset Brunch

September 2019

Ga Tech Business Leaders Luncheon

September 2019

Black Restaurant Week

September 2019

Economic Influencers Awards Gala

October 2019

A3C Festival & Conference

October 2019

Urban CEO Conference

December 2019

Vision Board Brunch Affair

December 2019

Vision Board Brunch Affair



April 2020

Kiss 104.1 The Morning Groove

June 2020

Rejuvenate Economic Empowerment Conference

December 2020

Millionaire Mindset Brunch

December 2021

Millionaire Mindset Brunch

November 2021

Unlocking Your Million Dollar Year Conference

December 2021

Rice Awards

December 2021

Essence Entrepreneur Summit 2021

September 2023

Get Your Shift Together

October 2023

National Salon Suites Conference

April 2024

Rejuv Co Entrepreneur Series

July 2024

Black Tax Fest (Keynote Speaker)

October 2024

National Salon Suites Conference

November 2024

Agents Tools for Success Event

December 2024

Vision Board Party (Keynote Speaker)

the
Loorah
hideaway



Crave

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MASTERCOURSE



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