



Alex Easterling



Founder & CEO

Athletes Meeting Excellence, Inc.

Alex Easterling founded Athletes Meeting Excellence Inc. in 2011 while he was a student at Morehouse College. It was there where he learned the essence of leadership is to serve others and to do it in excellence.

Easterling first discovered he had an ability to inspire while he was a collegiate athlete at Middle Georgia College. Easterling has been involved in the community in a multitude of ways. He has served as a mentor for Big Brothers Big Sisters of Metro Atlanta and as a mentor and motivational speaker at Youth Challenge Academy in Augusta GA.

In addition to spending countless hours as a mentor leader, Alex has coached some of the top players in the nation as a coach on the Aau grassroots. Coach Easterling was a high school standout and won multiple championships. Easterling was apart of 3 final fours a national championship and back-to-back state championships at Dunwoody High school in Atlanta Ga. Alex Easterling is a dedicated person and has a passion for helping our youth reach their best potential.

He believes that sports can save lives because of the sports ability to teach life skills such as discipline, hard work, teamwork, and competitive friendship. Easterling learned the positive effects of youth sports as a student athlete. When he saw

players becoming pro players and not knowing how to be professionals he saw a need to start a sports mentoring company.

Athletes Meeting Excellence Inc. held its first event in the summer of 2015 with their youth Leadership academy in Erie Pa and Atlanta Ga. Easterling see Athletes Meeting Excellence Inc. as the place where young men and women learn the importance of service, hard work, setting goals, and achievement. Because of Athletes Meeting Excellence Inc. several kids have had the opportunity to play collegiate sports at the D1 and D2 level.

His understanding of the game of basketball exceeds that of many of his peers and certainly that of most coaches and mentors at his age. Constantly on the lookout for the next innovation in offense or defense, he is quick to learn it and then adapt it for use by his team. His experience as a high level basketball player, and professional around the world generates high level respect from students and their parents within the Georgia area, and with regard to youth programs and their development which can assist affected youth.

As a youth coach, on the sidelines, he is adept at managing game situations while still coaching those on the bench.

Alex's personal goals of helping students from all family backgrounds it to make sure all student-athletes in his program have the opportunity to succeed. He plans to help his program by offering skills training, NCAA education experiences, fund college visits, fund camps & clinics for coaches, and players, and form a scholarship fund from which students will receive assistance for college attendance.