THE PODCAST FOR WOMEN WHO LEAD

EST. 2020

DRINK LIKE A LADY

MEDIA KIT · 2026 HOSTED BY JOYA DASS

01 · THE SHOW

A SEAT AT THE BAR— AND THE BOARDROOM.

Drink Like a Lady is the long-form interview show where women who lead speak candidly about the things that actually decide a career: money, visibility, negotiation, reinvention, and the rooms where decisions get made.

Hosted by Joya Dass — a business news anchor for 27 years before she built her own company — each conversation is produced with a newsroom's discipline and a salon's intimacy. Guests don't recite their bio. They tell the story underneath it.

Since 2020, the show has published 97 episodes in two registers: hour-long conversations with founders, authors, and executives at the top of their field — and short, tactical solo episodes where Joya turns one leadership problem into a usable playbook.

The audience mirrors the guest chair: senior women — executives, founders, and women architecting their second act — who listen to get language for what they're already living.

97	2020	60min	100%
EPISODES PUBLISHED	PODCAST EST.	LONG-FORM INTERVIEWS	ANCHOR-LED PREPARATION

LISTEN EVERYWHERE

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JOYA DASS · HOST & EXECUTIVE PRODUCER

02 · THE HOST

INTERVIEWED BY AN ANCHOR.

Joya Dass spent 27 years on live television as a business news anchor, reporting from the markets for Bloomberg, CNN, and ABC. She has interviewed thousands of executives, founders, and newsmakers under the least forgiving conditions in media: live, unscripted, on the clock.

In 2017 she left broadcast to build her own company. Today she coaches senior women leaders on signature talks and thought leadership, runs the Samita Lab Mastermind, leads international leadership retreats, and writes *La Valise*, her Substack on reinvention for women in their second act.

What that means for guests: you are not interviewed so much as produced. Joya prepares like a newsroom, listens like a coach, and edits like a storyteller — so the hour you give her becomes the sharpest telling of your story on the internet.

27	**Years in broadcast journalism** — on the air since 1999 as anchor and business reporter, Bloomberg · CNN · ABC
01	**Founder, Samita Lab** — the mastermind where senior women build signature talks and portable authority
∞	**Keynotes, retreats & live interviews** — from corporate stages to salons in Paris, Seville, and beyond

YOU'LL BE IN GOOD COMPANY.

SETH GODIN • **TIFFANY DUFU** • **SARAH LAFLEUR** • **EMILY HEYWARD** • **MICHAEL PORT** • **SUBHA BARRY** • **CAROL SANKAR** • **RUTH BERNSTEIN**

SETH GODIN	In Conversation with Seth Godin	59:48
TIFFANY DUFU	10 Tips to Successful Female Leadership	1:02:16
SARAH LAFLEUR	Fireside Chat with the Founder & CEO of M.M.LaFleur	1:01:16
EMILY HEYWARD	A Branding Expert's Top 10 Tips to Standing Out in the Market	51:41
MICHAEL PORT	The Fastest, Most Reliable System for Getting New Clients	1:00:04
SUBHA BARRY	Making a Business Case for Diversity	1:02:01
CAROL SANKAR	Building Confidence for Women Leaders	1:00:42

Browse all 97 episodes buzzsprout.com/1462357 →

THE WOMEN IN THE ROOM.

Drink Like a Lady doesn't chase scale for its own sake. It reaches a concentrated audience of senior women — the vice presidents, founders, and managing directors who buy books by the case, hire speakers, and bring ideas back to their organizations.

They find the show through Joya's speaking stages, her Samita Lab community, her La Valise Substack, and a LinkedIn and YouTube presence built on more than two decades of on-air credibility. When they hear a guest they trust, they follow through.

WHO	Senior women leaders — executives, founders, women designing a second act
WHERE	New York City and major U.S. metros, with a global listenership
WHY	Language, frameworks, and precedents for leading — from women already doing it

20,000+
ALL-TIME DOWNLOADS

7,000
DOWNLOADS · TRAILING 12 MONTHS

19,000
LINKEDIN FOLLOWERS

7,000
YOUTUBE FOLLOWERS

5,000
NEWSLETTER SUBSCRIBERS

ONE HOUR.
A STORY THAT TRAVELS.

A Drink Like a Lady conversation is one recorded hour, hosted remotely, and produced end-to-end. Joya does the preparation an anchor would — reading your work, finding the arc, writing the questions no one else asks — so you can simply be excellent.

01 **An anchor-led hour** — a produced conversation, not a Q&A, with a 27-year broadcast interviewer

02 **An evergreen asset** — your episode lives permanently on Apple, Spotify, Amazon Music, and Buzzsprout

03 **Distribution to decision-makers** — promoted across Joya's LinkedIn, Instagram, and La Valise Substack

04 **A room of senior women** — an audience that hires speakers, buys books, and brings ideas into organizations

BOOK THE GUEST CHAIR

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