BIOGRAPHY · FOR INTRODUCTIONS, PROGRAMS & PRESS

JOYA DASS

FORMER BUSINESS ANCHOR · KEYNOTE SPEAKER · FOUNDER, GLOBAL STORYTELLING AGENCY

ON AIR CNN · BLOOMBERG · ABC · MSNBC · CBS · NY1 · PBS NIGHTLY BUSINESS REPORT · NYSE FLOOR

SHORT BIO

~90 WORDS

> Joya Dass spent 27 years as a business news anchor and reporter for CNN, Bloomberg, ABC, MSNBC and PBS Nightly Business Report, broadcasting live from the floor of the New York Stock Exchange. Today she runs a global storytelling agency that helps senior leaders — particularly women — turn their expertise into a signature framework, a keynote, and a body of work that belongs to them, not their employer. A TEDx speaker, she created The Greenroom Method, founded the Samita Lab Mastermind, and spends 30 days of every quarter living abroad.

LONG BIO

~300 WORDS

For 27 years, Joya Dass made complexity make sense on live television.

As a business anchor and reporter for CNN, Bloomberg, ABC, MSNBC, CBS, NY1 and PBS Nightly Business Report, she delivered market reports from the floor of the New York Stock Exchange and the Nasdaq MarketSite, and interviewed the CEOs who rang the opening and closing bells. She was one of the first South Asian women to anchor on mainstream American television.

The newsroom gave her a discipline most leaders are never taught: how to find the story before the commercial break ends, how to make expertise legible in under three minutes, and what authority actually sounds like under pressure.

Today she runs Women's Leadership Lab, a global storytelling agency that brings that discipline to senior leaders — especially accomplished women who are deeply known inside their organizations and nearly invisible outside them. She helps them find the framework inside their expertise, the keynote inside their story, and a body of work that belongs to them rather than their employer. Her proprietary process, The Greenroom Method, takes leaders from "expert hiding in plain sight" to articulated authority.

Her work spans keynotes and corporate workshops, VIP intensives in New York and Rome, and the Samita Lab Mastermind — including The Council, a program for women CEOs built around international immersions and roundtables with fellow chief executives. She is a TEDx speaker, and her keynote *Known, Valued, Kept* has been delivered more than 18 times.

Earlier, she founded LadyDrinks, a leadership platform for South Asian women executives that grew to 1,800 members, where she interviewed guests including Seth Godin, Vimeo CEO Anjali Sud and Misty Copeland. She hosts the *Drink Like a Lady* podcast and writes *La Valise*, a Substack on identity, travel and reinvention. Based in New York, she lives in another country for 30 days every quarter.

ONE-LINE INTRO **Former CNN and Bloomberg anchor Joya Dass helps senior leaders make their expertise impossible to ignore.**

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