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## ERIKA AYERS BADAN

[Erika Ayers Badan](#) is an American businesswoman and CEO of the digital media company Barstool Sports.

She was named Barstool's CEO in 2016 and oversaw the company's expansion into multimedia, merchandising, streaming, and pay-per-view programming. The company's expansion into pay-per-view included the acquisition of amateur boxing league Rough N' Rowdy in 2017. In an interview with Digiday, Ayers Badan discussed Barstool Sports' growth during her tenure, from a valuation of \$15 million in 2016 to \$450 million in 2020.

The valuation of Barstool Sports doubled from \$15 million to \$30 million during her first year as CEO. Following more exponential growth, Fast Company named Ayers Badan as one of its "Most Creative People in Business" in 2018, citing Barstool Sports' expansion into multimedia and merchandising during her tenure. That same year, *Forbes* ranked her 25th on its "[Most Powerful Women in U.S. Sports.](#)"

In 2022, under Erika's leadership, Barstool Sports progressed more into live sports and streaming by hosting and broadcasting its first College Basketball Invitational and the first Barstool Sports Arizona Bowl. In the same year, Barstool Sports also launched its NIL marketplace platform, TwoYay, which connects college athletes directly to advertisers.

In 2019, she was ranked #19 on The Big Lead's list of "[The 75 Most Powerful People in the Sports Media Business.](#)" That year, she was also included on Crain's New York's "[Notable Women in the Business of Sports.](#)" *Adweek* named Ayers as one of its "[Most Powerful Women in Sports](#)" in 2017 and 2020.

Ayers Badan has been on the board of directors for World Wrestling Entertainment (WWE) and Torchy's Tacos. In March 2022, she joined the board of directors for the Premier Lacrosse League.

Ayers Badan began her career working at Fidelity Investments. Prior to Barstool, she held executive marketing positions at Demand Media, Yahoo!, Microsoft, and AOL.

Ayers Badan hosts Token CEO, a podcast about business and sports news. She is also a frequent public speaker and has given talks at the Milken Institute, CAA World Congress, the MIT Sloan Sports Conference, the SALT Conference, G2E Las Vegas, and many other events.

Ayers Badan received a bachelor's degree in sociology from Colby College in Maine.