



WORLDWIDE SPEAKERS GROUP LLC
YOUR GLOBAL PARTNER IN THOUGHT LEADERSHIP

[ERIKA AYERS BADAN](#)

Erika Ayers Badan is an American businesswoman and media executive, best known for her tenure as CEO of Barstool Sports and Food52. She is currently the host of the *WORK* podcast and the founder of Work Like A Girl.

Ayers Badan served as CEO of Barstool Sports from 2016 to January 2024, leading the company's expansion into multimedia, merchandising, streaming, and pay-per-view programming. During her tenure, Barstool acquired the amateur boxing league Rough N' Rowdy (2017) and significantly scaled its business—from a \$15 million valuation in 2016 to \$450 million in 2020—while growing revenue by 5,000%.

In 2022, she further expanded Barstool's presence in live sports and streaming, overseeing broadcasts of the College Basketball Invitational and the Barstool Sports Arizona Bowl, and launching the NIL marketplace platform TwoYay to connect college athletes with advertisers.

Following her success at Barstool, Ayers Badan became CEO of Food52, a platform connecting a global community of home cooks and culinary experts.

She is the author of [Nobody Cares About Your Career: Why Failure Is Good, the Great Ones Play Hurt, and Other Hard Truths](#), published in June 2024.

Ayers Badan has received numerous industry honors, including Fast Company's "Most Creative People in Business" (2018), *Forbes*' ["Most Powerful Women in U.S. Sports"](#) (#25), *The Big Lead*'s "75 Most Powerful People in the Sports Media Business" (#19), and recognition from *Adweek* and [Crain's New York](#) for her leadership in sports and media.

She serves on the boards of the VICE Media, Malaria No More, Premier Lacrosse League, and Axon. She previously served on the boards of World Wrestling Entertainment, Torchy's Tacos, and Food52.

From 2020 to 2023, she hosted the podcast *Token CEO*, covering business and sports. A sought-after speaker, she has presented at the Milken Institute, CAA World Congress, MIT Sloan Sports Conference, SALT Conference, G2E Las Vegas, and more.

Ayers Badan began her career at Fidelity Investments and has held executive marketing roles at Demand Media, Yahoo!, Microsoft, and AOL. She holds a bachelor's degree in sociology from Colby College.