

MEDIA KIT

Suneera *Madhani*

FOUNDER · INVESTOR · SPEAKER · UNICORN BUILDER

Top-Line Stats

300K+ SOCIAL FOLLOWERS **75K+** EMAIL LIST

2.5M+ PODCAST DOWNLOADS **\$1B+** UNICORN EXIT

SUNEERA@THECEOSCHOOL.COM · SUNEERAMADHANI.COM · @SUNEERAMADHANI





Suneera Madhani: *The Unicorn Founder That Wants You To Be In The 2% Club*

A true trailblazer in the business world, Suneera is the **Founder and CEO of Worth AI** and the founder of Stax Payments, one of America's top 10 fastest-growing fintech companies. She scaled Stax from an idea to over \$160 million in recurring revenue and built a billion-dollar technology platform that **exited for over \$1 billion**.

The first female CEO to lead a unicorn out of Florida, Suneera has been recognized by *Fortune's 40 Under 40*, *EY's Entrepreneur of the Year*, *Entrepreneur Magazine's 100, Most Influential Women*, and *Inc.'s 100 Female Founders*.

After facing countless challenges as a woman and a POC in business, she founded *CEO School*: because *less than 2% of female founders ever break \$1 million in revenue*, and **she's on a mission to ensure her success isn't a unicorn but becomes the norm**.

A first-generation Pakistani-American and the first in her family to graduate college, Suneera is a sought-after speaker, top 25 podcast host with over 2.5 million downloads, mom of two, philanthropist, avid traveler, and angel investor in 40+ companies.

FIRST FEMALE CEO
TO LEAD A UNICORN OUT OF
FLORIDA

1 OF 27 FEMALE
UNICORN FOUNDERS IN U.S. HISTORY

STAX PAYMENTS:
\$160M+ ARR → \$1B+ EXIT

RAISED \$250M+
IN VENTURE CAPITAL

ANGEL INVESTOR
IN 40+ COMPANIES

CURRENTLY BUILDING
HER SECOND UNICORN: *WORTH AI*



Accolades & Awards



Keynotes & Stages



Her Audience

Suneera can't stay still, *and neither can her followers: 76.8% are founders.* They read the newsletter on Tuesday morning, follow her journey on socials, take notes, and ***make decisions from what they learn.*** A placement here goes far beyond impressions— ***it's a conversation with someone who has already opted in to doing the work.***

Platform Reach

300K+ SOCIAL FOLLOWERS **350K+** MONTHLY ACCOUNTS ENGAGED **2.1M+** MONTHLY IMPRESSIONS
75K+ EMAIL SUBSCRIBERS **2.5M+** PODCAST DOWNLOADS **38K+** LINKEDIN FOLLOWERS

Audience Profile

97.8% WOMEN **76.8%** FOUNDERS / BUSINESS OWNERS **70%** US-BASED
87.1% AGES 25-45 **95%** FEMALE PODCAST LISTENERS

No middlemen: *A space where your pitch counts*

These are decision-makers. They approve vendor contracts, invest in their businesses, and ***act on recommendations from voices they trust.*** They are exactly who you are trying to reach.



**THERE'S NO SUCH THING AS A MILLION-DOLLAR
IDEA, ONLY A MILLION-DOLLAR EXECUTION**



Her ventures. Her communities. *Her purpose.*

Suneera doesn't teach from memory. *Worth AI, CEO School, the MFC, the newsletter, the podcast; these are active builds.* Every framework she shares, she's using this week.

When your brand is part of this ecosystem, **it shows up in the most trusted context these founders know.**

THE MILLIONAIRE FOUNDERS CLUB

A private, vetted membership for 7-figure+ founders. 90+ members. Monthly mastermind sessions. Two retreats a year. Direct access to Suneera, her network, and the Little Black Book of members. One member closed 25+ clients in 90 days from the ecosystem alone.

90+ women · \$800M+ in combined revenue
One room. · <https://theceoschool.com/join>

Certified CEO Accelerator™

POWERED BY Suneera Madhani & CEO SCHOOL

Six modules built from the exact playbooks Suneera used to scale Stax, and is using again at Worth AI, and her 6P proprietary framework: Power, Product, Profit, Pitch, People, Process. Designed for founders at two levels of execution: Start-up to \$1M and \$1M to \$10M.

+6,000 women have gone from Founder to CEO.
<https://accelerator.theceoschool.com/join-now>

ceo SCHOOL PODCAST

Hosted by Suneera Madhani. Recorded weekly. Founders who made it, investors who fund it, the frameworks that actually move the needle. Star guests: **Jenna Kutcher** (NYT Bestseller) · **Sophia Amoruso** (#GIRLBOSS) · **Arlan Hamilton** (Backstage Capital) · **Jessica Abo** (award-winning journalist) · **Vivian Tu** (@yourrichbff)

2.5M+ TOTAL DOWNLOADS **60K** AVG MONTHLY DOWNLOADS
95% FEMALE LISTENERS

A Million for your Thoughts

The newsletter is the thing founders read on Tuesday morning before the week gets hard.

One insight from inside the arena, one resource they can actually use, and **the reminder that someone has been exactly where they are and made it through.**

75K+ SUBSCRIBED **30%** AVERAGE OR



Her Second Unicorn



Suneera is actively building Worth AI: a fintech company redefining how businesses understand their financial worth.

This is not a side project; It is her primary focus, and ***the proof behind everything she teaches.*** *She is in the arena right now.*

www.worthai.com

Major stages. *Lasting impact.*

Suneera's energy is electric. Her stories are earned, and when she speaks, she does from inside the arena, not from a case study or a stale theory. She is a captivating and dynamic speaker who **leaves audiences feeling empowered and inspired.** Whether delivering a keynote, participating in a panel, or hosting a fireside chat, **she has a unique ability to connect and deliver real value.**

She Speaks On

SCALING A UNICORN
BUILDING A BILLION-DOLLAR BUSINESS

WOMEN RAISING CAPITAL
VENTURE CAPITAL AS A WOMAN OF COLOR

FOUNDER TO CEO
GOING FROM RUNNING TO LEADING

CLOSING THE 2% GAP
FOR FEMALE FOUNDERS

WEALTH BUILDING
FOR AMBITIOUS FEMALE CEOS

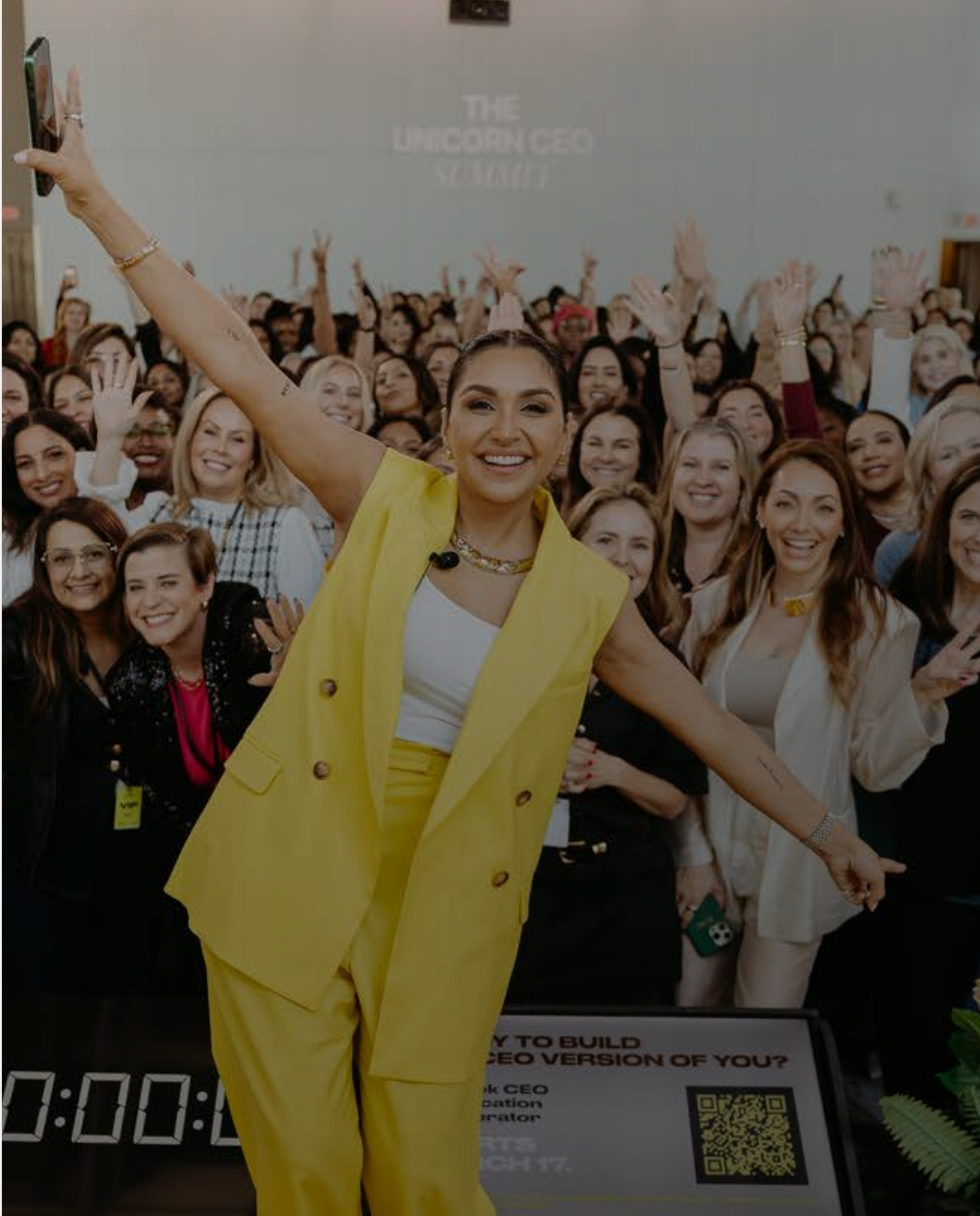
FINTECH INNOVATION
& THE FUTURE OF PAYMENT SYSTEMS

Brand Partners Activated *via Speaking*



Past Stages

**SXSW • FORBES 30/50 SUMMIT • TEDX • META •
CAPITAL ONE • INC. FOUNDERS HOUSE • EY
STRATEGIC GROWTH FORUM • FORBES 30 UNDER
30 • MONEY 20/20 • ST. JUDE (2026) • LINKEDIN •
ZILLOW • BILLION-DOLLAR PERSONAL BRAND
WORKSHOP**



The Room *That Converts*

Partnerships with Suneera and CEO School are ***built for fit, not volume.***
For sponsors we do take on, we build an omnichannel campaign across podcast audio, video, show notes, blog, social, and email.

76.8%
FOUNDERS / BUSINESS OWNERS

87.1%
AGES 25–45

97.8%
WOMEN

HIGH B2B + B2C
PURCHASE POWER

Content *Channels*

PODCAST SPONSORSHIPS
HOST-READ PRE-ROLL + MID-ROLL

NEWSLETTER SPONSORSHIPS
75K+ SUBSCRIBERS / 14K NEWSLETTER

INSTAGRAM PLACEMENTS
FEED POSTS, STORIES, REELS

LINKEDIN CONTENT INTEGRATION
38K+ FOLLOWERS

SUBSTACK MENTIONS (NEW CHANNEL)

Experiential + *Integrated*

EVENT + RETREAT SPONSORSHIPS
(4 LIVE EVENTS/YEAR)

ACCELERATOR
COHORT SPONSORSHIPS

BRAND AMBASSADORSHIPS
SUNEERA AS FACE

SPEAKING ENGAGEMENTS
CORPORATE/CONFERENCE

CUSTOM CO-CREATED
CAMPAIGNS + PRODUCT COLLABS





Partnership *Tiers*

Tier 1 — Brand Visibility

Newsletter mentions

Podcast pre-roll
(HOST-READ)

Instagram Story

Social tag

Tier 2 — Integrated Campaign

Dedicated newsletter send

Podcast mid-roll

Event presence

Social posts

Email mention

Tier 3 — Strategic Partnership

Brand ambassador deal

Co-created content

Retreat headline sponsorship

Priority across all channels

Custom KPI reporting

**Brand
*Partners***

Linked in

Zillow

J.P.Morgan

Let's scale *together*.

Suneera is selective about where she shows up, which makes every placement count.

She partners with brands whose audiences overlap with the women she's building for: ***high-achieving, revenue-generating, decisive, powerful founders and CEOs.***

Contact

GENERAL & PARTNERSHIPS
partnerships@theceoschool.com

WEBSITES
suneeramadhani.com
theceoschool.com

SOCIAL
@suneeramadhani
@ceoschool

PODCAST
@ceoschoolpodcast



**NOTHING BAD HAPPENS
WHEN WOMEN MAKE MORE MONEY**

UNICORN FOUNDER. STILL BUILDING. NOW TEACHING.