



BIOGRAPHY

STEVEN BARTLETT

Guest Shark on ABC's "Shark Tank"

Steven Bartlett is a visionary entrepreneur, investor and one of the most influential pioneers of new media. He is the founder and CEO of Steven.com, the parent company of "The Diary of a CEO" and FlightStory. "The Diary of a CEO" is the second-largest podcast in the world, reaching more than 50 million people across its global audience, and features guests that include former Vice President Kamala Harris, Michelle Obama, Trevor Noah, Jimmy Fallon and Matthew McConaughey. In 2025, Steven.com raised capital at a \$425 million valuation, believed to be the largest creator holding company in European history. Through the company, Bartlett is building the infrastructure behind the world's most influential creators, helping them scale their impact and build enduring businesses. He has been named to both the Forbes Top Creators list and the TIME100 Creators list.

Bartlett is also the co-founder of Thirdweb, a San Francisco-based software company valued at \$160 million and backed by Shopify, Coinbase and Mark Cuban. A prolific investor, he is the youngest-ever Dragon on BBC's "Dragons' Den." His investment in the matcha brand PerfectTed became the show's most successful to date, with the company now valued at more than \$190 million. He was also an early investor in Huel, the nutritionally complete food brand acquired by Danone in 2026 in a deal worth close to \$1.2 billion, and has backed category-defining companies, including WHOOP, a leader in human performance technology, and Beast Industries, the holding company behind MrBeast's media and consumer empire, which was valued at \$5.2 billion in 2026. Born in Botswana and raised in Plymouth, England, Bartlett's journey from university dropout to global entrepreneur has made him one of the most recognizable voices in modern business. Based in Los Angeles, he continues to expand his media, technology and investment footprint across the United States.

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