

SHE WEARS THE PANTS

The Premier Podcast for Women Building Companies That Can Hold Their Calling with Ashley Deland

Downloaded in
67 countries.

10,000+ global
listeners

5-Star Rated by
Women Leaders
Worldwide

Ranked as
one of Canada's
fastest-
growing female
entrepreneurship
podcasts



A GLOBAL STAGE FOR WOMEN LEADING AT THE HIGHEST LEVEL

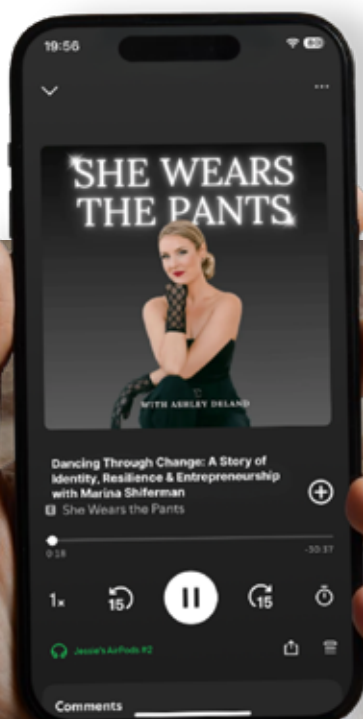
She Wears the Pants is a top-tier platform for women leading at the highest level – founders, investors, CEOs, authors, creators, and industry shapers whose work influences the way women build and lead.

This is the show that sits at the intersection of:

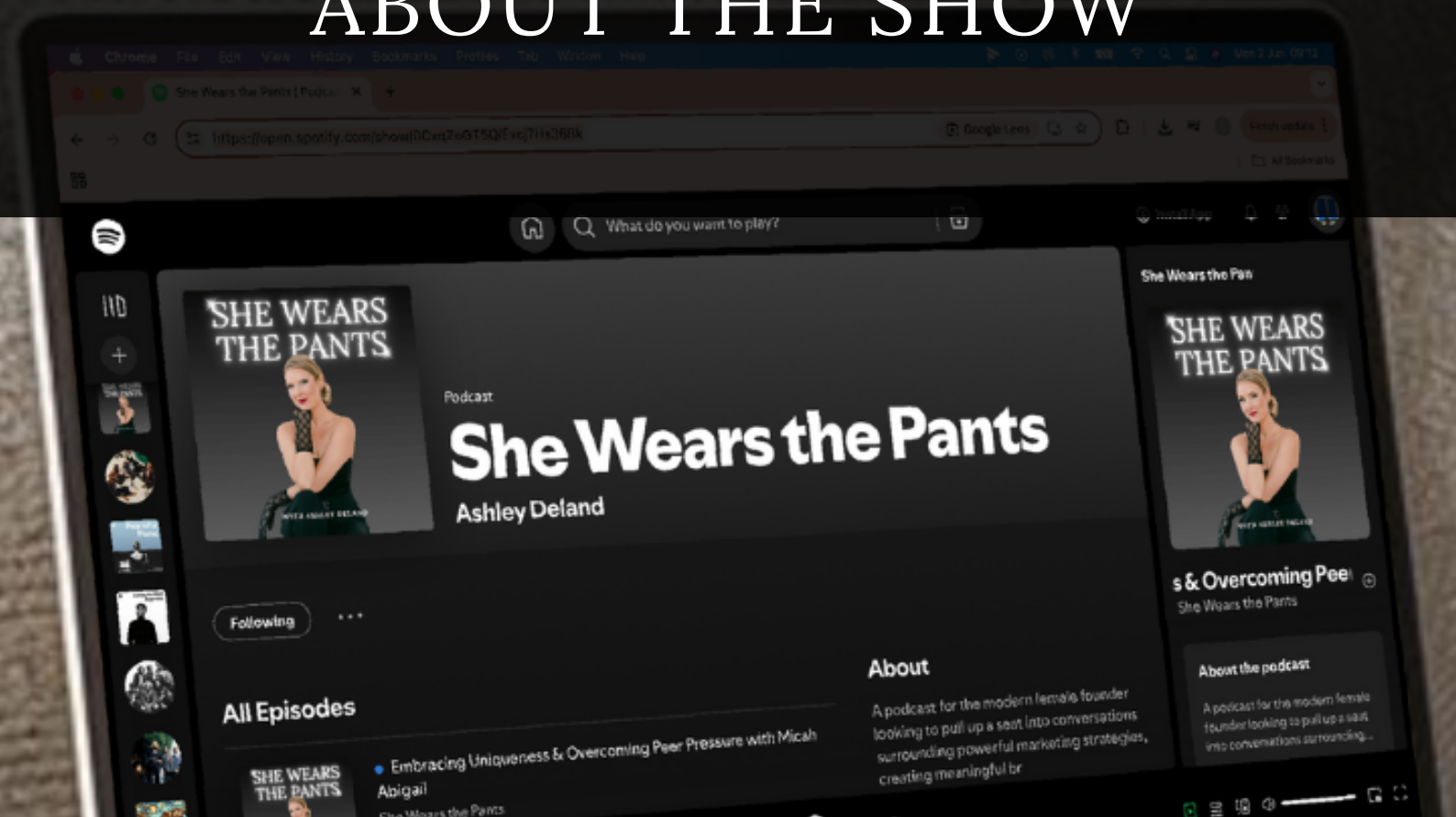
Leadership. Wealth. Identity. Strategy. Faith. Visibility. Power.

If this document landed in your hands, it's not random.

It's because your voice, your work, and your story belong in this room.



ABOUT THE SHOW



Hosted by **Ashley Deland**, business advisor to multi-million-dollar brands, multi-business founder, start-up investor, and executive producer *She Wears the Pants* is where high-growth women come to talk about what it really takes to build a calling-sized company.

These are not surface-level conversations.

Our episodes go deep into the identity, leadership, and strategic evolution required to scale with longevity, legacy, and conviction.

The audience is made up of **female founders, CEOs, industry leaders, and next-gen entrepreneurs across 67 countries** women who are actively building, growing, and investing in their next level.

Your voice will meet ears ready for action.

MEET YOUR HOST: ASHLEY DELAND



Ashley Deland is a globally recognized **business advisor, multi-business founder, and startup investor** whose work spans **17+ countries** and multiple industries. She has generated over **\$25M+** in collective revenue for women-led brands, advised thousands of founders, built and exited multiple of her own companies, and architected some of the most **influential** female-focused ventures in the world.

She is the CEO of the luxury creative design house **Maison De Land**, founder of **Business Mastery Academy Certifications**, creator of the global women's anthology **Unreserved**, and Executive Producer & Master Mentor on the upcoming television series **Project Empire**, spotlighting 100 women-led businesses.

Her work has been featured in **Forbes, NASDAQ, Inc., Entrepreneur**, and more.

When Ashley hosts a conversation, she brings strategy, depth, and soul - and amplifies the brilliance of every guest she brings onto her platform.

WHY HIGH-LEVEL GUESTS SAY YES

Our guests come on the show because this space is built for **women who want to lead conversations that matter.**

A seat on *She Wears the Pants* means:

Positioning your brand and message in front of thousands of intentional, high-growth women entrepreneurs

Being partnered with Ashley's global platform and multi-venture ecosystem

Having your story and expertise amplified across a 67-country listenership

Entering a room where your voice becomes a catalyst for another woman's next level

Being connected with a network of powerhouse founders featured across global media

This isn't just press.

This is *positioning*.

This is *legacy visibility*.

This is a *seat at the table where women rise by proximity*.

WHO WE FEATURE

We curate guests who are:

**Leaders changing
their industries**

**Founders
building calling-
level companies**

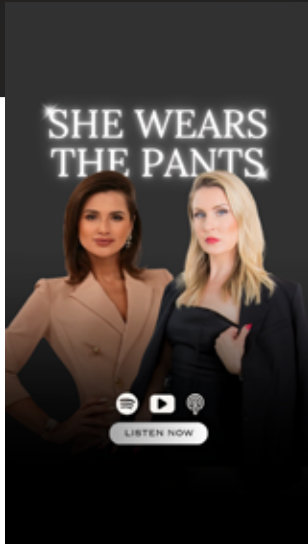
**Investors
shaping the future
of funding for
women**

**Authors,
creators &
public figures
influencing
culture**

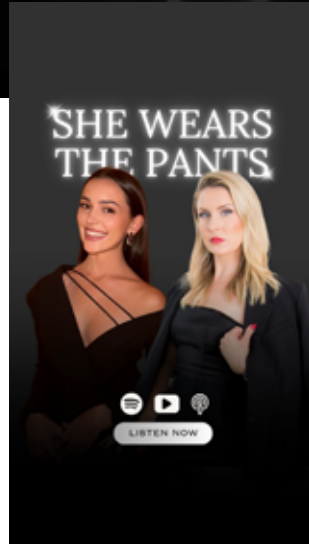
**Women with
substance,
conviction, and a
message that moves
the masses**

Our audience is intelligent, discerning, and deeply invested in their personal and professional expansion. If your work sparks evolution, alignment, insight, or leadership - *you are fit.*

HERE'S SOME OF OUR GUESTS



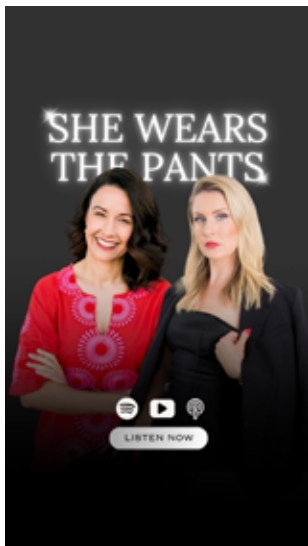
YOU GET TO HAVE
IT ALL: WEALTH,
JOY & ALIGNMENT
with *Jasmin Manke*



THE
GIRL BOSS
MYTH
with *Olivia Ferney*



PREPARING
YOUR BUSINESS
FOR EXIT
with *Carrie Kerpen*



FROM ENGINEER TO
VENTURE CAPITALIST:
EMPOWERING WOMEN
THROUGH STRATEGIC
INVESTMENT
with *Carrie Colbert*



MAGNETISM,
MASCULINE
ENERGY &
MAKING
MILLIONS
with *Monica Yates*



AMBITION,
LEGACY &
REDEFINING
SUCCESS
with *Cait Scudder*

WHAT TO EXPECT AS A GUEST

A *She Wears the Pants* interview is expansive, honest, and transformative.

You'll experience:

**A tailored interview designed around your
expertise & legacy**

**Global amplification through Ashley's
social platforms**

Promotion to an audience of high-growth founders

**Distribution across Apple, Spotify, and all
major platforms**

High-quality production and editing

**Strategic positioning aligned with your
brand voice and leadership**

This is the kind of interview that deepens your authority and expands your impact.

IF YOU'RE FEELING THE PULL, TRUST IT

The women who join this platform do so because they know one truth:

You cannot rise alone — proximity amplifies destiny.

If your work is shaping the future of leadership...

If your message elevates the next generation of women...

If your story can serve as someone else's activation...

Then this invitation is *yours*.



LISTENER ARE SAYING

“This podcast has reshaped how I lead both inside and outside my business. This podcast is the only show that speaks to both the strategist and the woman in me. Ashley doesn’t just give business advice, she gives you a full on identity shift. Every episode feels like sitting in a room with a mentor who actually gets the complexity of being a woman building a big business and a big life.”

Kathy, O., | FOUNDER & CEO

“I’ve built more self-trust in 30 days of listening than I have in years of programs. As a female founder, I’ve consumed every podcast, course, and strategy under the sun, but nothing has hit me the way She Wears the Pants has. Ashley’s blend of strategy, faith, and identity work has helped me make decisions faster, stop outsourcing my power, and own the CEO I’m becoming. My team has noticed the difference. My clients have noticed. I’ve noticed. This show has become part of my weekly ritual.”

Sarah.R., BUSINESS COACH & CONSULTANT

“She Wears the Pants is the missing conversation in women’s entrepreneurship. Ashley speaks about the things no one else will: the identity shifts, the leadership stretch, the spiritual backbone required to actually scale. **I feel seen, challenged, and supported every single week.** This show has helped me double my revenue this year simply because I’m finally leading like the woman who can hold the success I’m building.”

Carson.D., FOUNDER OF A WELLNESS BRAND

LOVED BY THOUSANDS OF WOMEN FOUNDERS AROUND THE WORLD

**You don't grow alone...you grow in proximity.
This is your place to rise with the women walking
the same path of leadership, legacy, and calling.**

FEMALE FOUNDERS
Our Vision, Her Future.

ONE LAST NOTE



This podcast is a home for women who lead with depth,
build with intention, and rise with conviction.

**If that's you we hope that you accept this
invitation to be on *She Wears The Pants* and
we welcome you into the conversation.**

SHE WEARS THE PANTS


Where women rise into what they're meant to hold.






ASHLEY DELAND

Business Advisory, Multi-Business Founder & Start-Up Investor

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