

Dragons' Den star Steven Bartlett to open Diary of a CEO podcast studio in LA

Dragons' Den star Steven Bartlett has revealed plans to open a studio in Los Angeles to record new episodes of his Diary of a CEO podcast.

The entrepreneur, who made his fortune after co-founding Social Chain in Manchester with Dominic McGregor, is aiming to expand his audience beyond the UK, Ireland and Australia.

Mr Bartlett started the podcast more than four years ago with [a £90 microphone from Apple with a duvet over his head at 3am and no script.](#)

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In [August 2021](#) he revealed how he makes \$1.2m a year from the popular podcast.

He is currently touring his Diary of a CEO live show around the UK and [is donating all the profits to charity.](#)

Mr Bartlett staged his first show in Manchester in [July 2021.](#)

In a LinkedIn post, Mr Bartlett said: "The United States is our 4th audience, it accounts for only 2% of our audio listens and 12% of our video listens.

"We want to improve this, so at the end of March I'll be in the United States for a while with the aim of having conversations with the very best business leaders, entrepreneurs, athletes, authors and thinkers."

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