



Hosted by  
Internationally-Regarded  
Branding Expert

**Merilee Kern, MBA**



***Savvy Ventures combines the power of broadcast TV,  
editorial and digital marketing in a uniquely bundled  
content partnership!***

Savvy Ventures is a fun and fast-paced half hour business talk TV show that informs and entertains. It's hosted by Forbes Business Council member, Merilee Kern, MBA—an esteemed branding and publicity strategist and contributor to [Forbes.com](http://Forbes.com), [FastCompany.com](http://FastCompany.com), [ThriveGlobal.com](http://ThriveGlobal.com) and an array of [other](#) media outlets.

This major cable network program airs weekend daytime on Bloomberg TV and/or FOX Business TV. Show content covers a myriad of business topics and guests, from entrepreneurs and C-suite executives to insightful field experts and thought leaders to innovative products, services and solutions to business travel destinations...and everything B2B in between. This show highlights remarkable people and businesses throughout America and beyond, as well as products, services, books, travel locations and more.

Your expert, business, offerings and message can be featured during a Savvy Ventures-hosted segment. This can be a Zoom/Skype, SMT, look live or pre-tape interview with YOUR expert, or the charismatic host can showcase your brand and its features/benefits on her own (interview not required). Eliminating any guesswork or risk, all guests and features maintain full control over the questioning, messaging and visuals. Plus a copy of the video asset with usage permissions is provided post-airing, which can be further leveraged in social media and other online sales, marketing, public relations and business development endeavors.



# ***YOUR Choice of Major National Cable TV Distributions***

**Can air on both networks if desired:**

--Bloomberg Television = *71 million subscribers - metrics [here](#)*

--FOX Business Television = *80.4 million homes - metrics [here](#)*



# Maximize your marketing & publicity investment



with the  Savvy Ventures Show!  
ILLUMINATING BUSINESS INTEL