

Bridget Brennan

CEO, Female Factor Corp.

Bridget Brennan is one of the most respected experts on women consumers. Brennan is the CEO of the strategic consultancy, Female Factor, and author of the highly-acclaimed book, *Why She Buys: The New Strategy for Reaching the World's Most Powerful Consumers* (Crown Business). The book was called "essential reading" by *The Wall Street Journal*, "required reading for anyone burdened with a Y chromosome" by *Fortune Small Business*, and was named a "Top 10 Marketing Book" by MediaTrust.

She is a contributing writer on the subject of marketing to women for Forbes.com and Paris Retail Week, and is one of the world's most sought-after speakers on creating marketing and sales strategies that engage women consumers. She was named a "Woman to Watch in Retail Disruption" by Remodista. Bridget is the author of the groundbreaking book, *Winning Her Business: How to Transform the Customer Experience for the World's Most Powerful Consumers* (HarperCollins Leadership), and she will be releasing her latest book, *Winning Her Business: How to Transform the Customer Experience for the World's Most Powerful Consumers*, in March 2019 by HarperCollins Leadership.

Across the globe and in every corner of the world, Brennan's presentations are culturally relevant, energizing and forward-thinking. She informs, entertains, and provides practical, Monday-morning strategies that help businesses grow. Brennan is a highly-sought-after speaker for executive briefings, board-level presentations, conferences, corporate rallies, and workshops. She has spoken to audiences all over the world, from Latin America to Asia, Europe, and the Middle East. Brennan developed her expertise as an agency executive, creating programs for major clients such as Whirlpool Corporation, Johnson & Johnson, Pizza Hut, Colgate-Palmolive, United Airlines, and AT&T, among others.

She is a member of the Vikings Women Advisory Board of the Minnesota Vikings, the National Speakers Association, and the Economic Club of Chicago. Brennan has served as an instructor at Northwestern University's Medill School graduate program in marketing communications, a guest lecturer at the Kellogg School of Management (the top-ranked business school in the US) as well as many other universities. A graduate of Texas A&M University, Brennan is based in Chicago.

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