EXECUTIVE
SPEAKERS BUREAU

Bridget Brennan is an innovator in marketing and selling to women, and author of the acclaimed book, *"Why She Buys: The New Strategy for Reaching the World's Most Powerful Consumers"* (Crown Business). She is the Founder and CEO of the strategic consultancy, Female Factor, and one the world's top experts on the subject of women's impact on the consumer economy. She is a contributing writer for *Forbes.com* and *Paris Retail Week*, and is currently at work on her second book.

Brennan has devoted her career to bringing the importance of women consumers to the forefront of businesses around the world. Through her firm, Female Factor, she has conducted research with thousands of women on their purchasing habits and preferences, and provides counsel to companies on how to better serve women as customers, clients and decision-makers. As a renowned speaker on the subject, she brings the voices of women consumers into the boardrooms of the corporate world. Brennan was named a "Woman to Watch in Retail Disruption" by the think tank Remodista, and is a member of the Vikings Women Advisory Board of the Minnesota Vikings.

Brennan is a frequent guest lecturer at top universities, such as The University of Notre Dame, Northwestern University, the Kellogg School of Management (one of the top-ranked business school in the U.S.) and many others. She developed her expertise as an agency executive, creating programs for major clients such as Whirlpool, Johnson & Johnson, Pizza Hut, Colgate-Palmolive, United Airlines and AT&T, among others.

Prior to founding Female Factor, Brennan ran the consumer marketing practice of Edelman's Zeno Group, and founded that agency's Speaking Female division. A graduate of Texas A&M Universit...

Bridget Brennan

Speech Topics

- **Women in Business**
- **Sales**
- **Retail**
- **Marketing**
- **Customer Experience**
- **Business Speakers**

Testimonials

❝ "She delivers the goods and leaves the audience in agreement with her message." ❞

- PepsiCo.

❝ Way more than a rock star. She is the whole rock band. ❞

- Accenture.