



Bridget Brennan is Founder & CEO of the strategic consultancy, Female Factor Corp., and author of the groundbreaking books, *Why She Buys: The New Strategy for Reaching the World's Most Powerful Consumers* (Crown Business) and *Winning Her Business: How to Transform the Customer Experience for the World's Most Powerful Consumers* (HarperCollins Leadership). *Why She Buys* was called "essential reading" by The Wall Street Journal, and *Winning Her Business* was nominated for the prestigious Porchlight Business Book of the Year. Brennan is a contributor to Forbes.com on strategic marketing and was named to the list of "Top Women Keynote Speakers" by Real Leaders. She is the most sought-after expert on women consumers and has addressed audiences on nearly every continent. Brennan is a member of the Women's Advisory Board of the Minnesota Vikings NFL team and was named a "Woman to Watch in Retail Disruption" by Remodista. She has served as an instructor at Northwestern University's Medill School graduate program in marketing communications and is a frequent guest lecturer at universities and MBA programs, including the Kellogg School of Management at Northwestern University, the University of Notre Dame, and many others. She is based in Chicago, Illinois, USA.

Bridget Brennan

Speech Topics

- Women in Business
- Virtual Keynotes
- Sales
- Retail
- Marketing
- Leadership

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.