

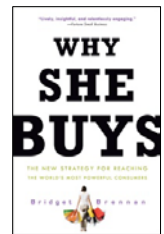


Bridget Brennan

CEO, Female Factor
Author, “Why She Buys”

Bridget Brennan, a pioneer in marketing and selling to women, is the author of the acclaimed book *Why She Buys: The New Strategy for Reaching the World's Most Powerful Consumers* (Crown Business, 2009, 2011) and the world’s most popular speaker on this subject. She is the Founder and CEO of the strategic consultancy, Female Factor.

Her 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 and selling to women for *Forbes* and one of the world’s most popular speakers on the subject.



Bridget has served as an instructor at Northwestern University's Medill School marketing communications graduate program, a guest lecturer at the Kellogg School of Management (the top-ranked business school in the US) and is a popular speaker at industry conferences worldwide. She is a member of the Forbes Executive Women's Advisory Board, a founder of the Marketing to Moms Coalition, a member of the Economic Club of Chicago and the Network of Executive Women.

Bridget 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, Bridget ran the consumer marketing practice of Edelman’s Zeno Group, and founded that agency’s Speaking Female division. A graduate of Texas A&M University, Bridget is based in Chicago, the headquarters of Female Factor.