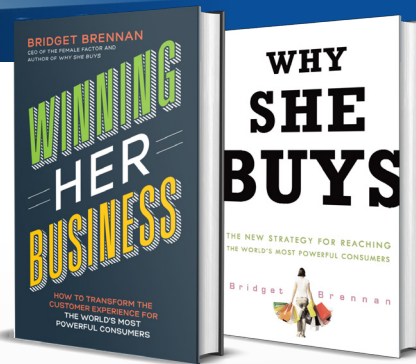




# Bridget Brennan

Let the Award-Winning Speaker Bring Your Audience Game-Changing Insights for Winning Her Business

Create an event to remember with **Bridget Brennan**, the leading authority on the world's fastest growth market: **women**. The CEO of Female Factor and author of the new book, *Winning Her Business*, and the groundbreaking classic, *Why She Buys*, will inspire your team with research and insights on marketing, sales and customer engagement. A world-class keynote speaker, Bridget "brings it" and leaves audiences with practical strategies they can put into practice on Monday morning. Her engaging style and professionalism earn Bridget rave reviews from audiences and meeting planners alike. Let her bring the magic to your next meeting and watch your business grow.



**WINNING HER BUSINESS**  
(NEW from HarperCollins Leadership) An 800 CEO READ/  
Porchlight Bestseller

**WHY SHE BUYS**  
(Crown Business) Called "essential reading"  
by The Wall Street Journal and "required reading"  
by Fortune Small Business.

## Keynote Topics

Bridget's curated programs are designed to engage audiences with insights that drive business results. Keynote programs include:

- ▶ **Winning Her Business:** Transforming the Customer Experience
- ▶ **Why She Buys:** Reaching the World's Most Powerful Consumers
- ▶ **Top Trends Driving Women Consumers:** The Female Future
- ▶ **The Seven Deadly Sins of Selling to Women**
- ▶ **Catch Me If You Can: Marketing to Millennial Moms**
- ▶ **Women in the Global Economy:** The Power of Inclusion
- ▶ **Retail Trends & Insights:** The New Rules of Customer Engagement



**"Way more than a rock star – she is the whole rock band."**

– Accenture

**"Bridget had a tremendous impact. Both her content & delivery were just outstanding."**

– Nestlé

**"Bridget gave my team valuable insights that we were able to apply to our business immediately."**

– Unilever

**"She hit a home run!"**

– Barron's

**Award-winning speaker Bridget Brennan** is the CEO of Female Factor; a key advisor to F500 companies; author of *Winning Her Business: How to Transform the Customer Experience for the World's Most Powerful Consumers* (HarperCollins Leadership) and *Why She Buys: The New Strategy for Reaching the World's Most Powerful Consumers* (Crown Business). She is a longtime contributing writer for *Forbes.com* and was named a "Woman to Watch in Retail Disruption" by the Remodista think tank. She serves on the Vikings Women Advisory Board of the Minnesota Vikings NFL team. She has spoken to audiences on nearly every continent.

**Bridget has inspired corporate audiences including:** Allstate, Toyota, PepsiCo, Unilever, Johnson & Johnson, India Today, Accenture, Adidas, PGA of America, NFL, Lexus, Bloomberg, National Hardware Association, Nestlé, Google, S.C. Johnson, Kellogg School of Management, Deloitte, Girl Scouts of America, Reckitt Benckiser, Southeastern Society of Plastic & Reconstructive Surgeons, eBay, OmniShopper, Thirty-One Gifts, America Outdoors Association, ECR Europe, WE-TV Network, Disney, Rakuten, Oakley/Luxottica, Network of Executive Women, ConAgra Foods, BP, The Beer Institute, Diageo, Kroger, Michael's, World Financial Group, Sears/K-Mart, Lego, Ashley Furniture and many more.