

BEC BRIDESON DARES TO DISRUPT BUSINESS



Bec Brideson is opening the business world's eyes, ears and minds to the commercial possibilities of gender. A gender intelligence pioneer, she provides forward-thinking businesses the bespoke strategies and solutions to capture a greater share of this fast growing and overlooked female economic market.

Bec hopes to transform the foundations of business by creating greater awareness and education around the rising \$28T female consumer.

With 30 years as a communications specialist, Bec has acquired considerable recognition for her creative work and has won numerous accolades at the Clios, London International and New York Festivals. Bec led the successful launch of Virgin Airlines into Australia and the AFL Women's league in 2017.

A singular leader and visionary, Bec was one of only 3% of women in advertising to have risen to Creative Director before starting Australia's first female-focused creative agency Venus Comms in 2004.

As an influential speaker, facilitator, mentor and coach; Bec uncovers the numerous overlooked commercial opportunities within an organisation revolving around gender and teaches businesses how to transform this into 30% YOY business growth.

Her ability to create clarity and focus around a topic that is often misunderstood makes her a much sought-after and in-demand adviser and speaker.

Bec speaks frequently at conferences and events throughout the world including Cannes Lions, Ad:Tech, Mumbrella 360, Indie Summit, Marketing to Mums, The 3% Conference and Pause Fest to name a few. Last year Bec was honoured as one of only ten global jurors on the Glass Lions panel at the Cannes Lion festival.

Bec is married to an ad-man and has two young daughters. Her first book **'Blind Spots: How to uncover and attract the fastest emerging economy'** released in September 2017 is available now with Wiley. ■

"As one of the few women to have made it to the top of my industry, I was in a rare position to see the gaping blind spot in the way we connect and create for the female consumer.

My mission was clear: provide illumination, and help build better for her, and for business."

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