



Bridgette Braig, Ph.D.
Strategic Partner

Bridgette Braig, Ph.D. has 15 years of marketing strategy and qualitative research experience. As a strategic partner with AORN Works, Bridgette brings an expertise in using qualitative consumer insights to solve various business problems – from plotting growth strategies (crafting launch plans for products and positioning brands) to assessing the potential of new markets.

She received her Ph.D. in Marketing from Northwestern University, and has served on the faculty at the Kellogg School of Management at Northwestern, University of Colorado (Leeds), The Fuqua School of Business at Duke University, and the College of Business at the University of Wyoming. Since 2002, Bridgette has also run her own consulting practice.

Through her consulting practice and with AORN Works, some of her past clients have included Wyeth, Mead Johnson Nutritionals, Biocept, InterGenetics, Covidien (formerly Valleylab), Gore, Hospira (formerly Abbott Laboratories), New Pig and the National Multiple Sclerosis Society.