



Bridget Willard

B2B SaaS Marketing Strategist • Speaker • Podcast Guest • Consultant

Helping SaaS companies turn technical expertise into marketing customers understand.

Signature Frameworks

Recognition → Trust → Affinity → Loyalty → Sales
Relationships Are the ROI
Visibility → Validation → Conversion
Clicks over Impressions

Speaking Topics

- SaaS Product Marketing
- Content Strategy
- Marketing to Developers
- Customer Objection Research
- AI & Human-Centered Marketing
- Social Media Strategy

Selected Testimonials

"She has a knack for breaking down complex information into clear, easy-to-absorb concepts."
— **Diane Whiddon**

"Bridget is an amazing podcast guest."
— **Rob Cairns**

"10/10, would attend another conference with her."
— **Allison Smith**

"She interfaces well with highly technical people."
— **Jason Tucker**

Short Bio

Bridget Willard is a B2B SaaS marketing strategist, speaker, and consultant specializing in content marketing, product marketing, and developer marketing. She is known for practical frameworks that help software companies build trust and long-term customer relationships.

Connect

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