

LEARNED  
ON...



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## ANDREA LEARNED

*Author, Speaker, Gender Trendspotter*

As a leading expert on the women's market and evolving gender trends in culture and marketing, Andrea Learned is known for her keen ability to connect with audiences; uncover and decipher the latest research and case studies; and inspire a whole new perspective on this complex topic. Her passion for guiding traditionally male-dominated industries to more effectively reach women infuses her powerful but accessible presentation style.

Andrea is the founder and president of Learned On, LLC (formerly Learned On Women) and the co-author of "Don't Think Pink: What Really Makes Women Buy And How To Increase Your Share Of This Crucial Market." Since 2004, she has shared her research, insights and commentary via her internationally recognized web log, Learned On Women, and articles on [Huffingtonpost.com](http://Huffingtonpost.com) and [eBrandmarketing.com](http://eBrandmarketing.com). She has also contributed to publications from the UK's *AdMap* to *NZRetail* to [MarketingProfs.com](http://MarketingProfs.com), and has been interviewed and quoted for publications that include *The Christian Science Monitor*, *U.S News and World Report*, *Advertising Age* and *AdWeek*.

Among others, Andrea has presented to U.S. audiences at the American Gem Society, Photo Marketing Association International, Urban Land Institute and Radio & Records, as well as international audiences at Baltic Marketing & Advertising (Estonia) and Gulf Marketing Review (Dubai, U.A.E.) conferences.

Her relatable writing and speaking style, in addition to her incredibly studied knowledge of consumer trends and the intelligent integration of gender-specificity into marketing strategies makes Andrea a maverick in the field. Her authentic stories and sense of humor effectively translate the complexities of the consumer market, in all their gendered glory, to leave audiences with actionable ideas and a thorough commitment to better reaching women—with an emphasis on not alienating men in the process.

Prior to founding Learned On, Andrea co-founded and served as the Creative Director for ReachWomen. Andrea also held positions with Rejuvenation Inc. in Portland, Oregon, the U.S. Chamber of Commerce in Washington, D.C., and others. She serves on the programming boards and braintrusts for organizations including CarrotMob (social media for change) and The Vine Conference (studying community to change the world). She has a B.A. from the University of Michigan and is based in Burlington, Vermont.