

Brigette Kidd

President at B.Kidd Consulting

Los Angeles, CA, US

Entrepreneur, Speaker, Online Communities Consultant and Pseudo Humorist - Founder/President

Biography

Award winning technology entrepreneur and consultant, higher education institution and managerial professional. Currently, a technology entrepreneur and consultant (CEO & President of Apted, LLC). Graduate of the University of Southern California Annenberg school of Communication & Journalism and Marshall School of Business, with 20 years of diverse industry experience including digital media. Brigette brings a wealth of knowledge and humor to real-life business challenges and solutions to her workshops and is a professional connoisseur in social media platforms, mobile apps, startups, civic engagement, safety data and market research.

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

Industry Expertise

Internet, Women, Corporate Training

Areas of Expertise

Women in Tech, Assertive Skills for Women, How to Pitch Your Idea

Affiliations

USC Marshall School of Business, Girls in Tech - Los Angeles, DevChix.com, Los Angeles Public Library, USC Kid Watch and Family of Schools, USC Annenberg Communications & Journalism-APOC

Sample Talks

Market Research and Pitching to Venture Capitalists

Presented to women on how to conduct market research for prospective mobile apps, websites and startups; and how to target the pitch to gain the interest of venture capitalists.

Event Appearances

Market Research

Technovation

Assertive Skills for Women

Effective Communication Skills for Women

Safety Training for Parents

How to Safely help your child and others as they travel to school

Education

University of Southern California

Masters Communication Management-Online Communities

University of Southern California

B.S. Business Marketing

Accomplishments

Inventions

Inventions 2011 - Mobile App - "That's Suspicious Behavior?" - Description: That's Suspicious Behavior is a free safety awareness app that creates a Virtual Community Watch by crowdsourcing members of communities. (<https://itunes.apple.com/us/app/thats-suspicious-behavior/id490026152?mt=8>)

Awards

2012 - Recipient of invitation and attended the White House Safety Datapalooza hosted by United States Chief Technology Officer, Todd Park (based on creating the award winning neighborhood safety app "That's Suspicious Behavior?") 2012 - "Best Presentation at LAUNCH: Silicon Valley 2012" (which received a \$50,000 Venture Capital investment from leading technology firm, Mail Chimp) 2012 - 1st Prize Winner of Silicon Beach Festival Student Pitch n

Awards and Honors

2012 - Demo of Aids Quilt Touch app team at the Folklife Festival at the Smithsonian Institute in Washington, DC 2011 - "Top 10 Innovations?" at the University of Southern California (USC) Stevens Center for Innovation

Testimonials

Carey Drayton

Bridgette Kidd established a new standard for speaking and positively impacted the community with her energy, compassion and ideas of constant improvement to safety standards.

Sabrina Frazier

" I laughed and learned at this workshop. Brigette was authentic and enthusiastic when she spoke about social media and the small business owner."

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