

Bridget Bearden

Bridget Bearden is Director, Institutional Marketing at Edelman Financial Engines, where she oversees thought leadership for the workplace investing business. Prior to joining Edelman Financial Engines, she founded Strooga Consulting, providing independent consulting and research services to Defined Contribution Institutional Investors Association (DCIIA) and Ceres. Prior to Strooga, Bridget was Director, Strategic Insight where she oversaw retirement research, contributed to PLANSPONSOR/PLANADVISER magazines, and presented at clients and industry conferences. She is a Public Policy doctoral candidate at UMass Boston, where her dissertation focuses on sustainable investing in private workplace retirement plans. She was the 2017-8 David Nyhan fellow of the UMass Sustainable Solutions Lab and is a current member Women in Pensions Network. She holds a BA in Political Science, an MBA in Finance, and an MS in Public Policy. She holds the Fundamentals of Sustainability Accounting (FSA) credential from SASB and is pursuing the Certified Employee Benefit Specialist (CEBS) designation.

