



Bridget Sorenson Expands Blue Water Wave With The Launch of The South Florida Chapter

The woman-owned networking organization is helping businesses grow through organic marketing

West Palm Beach, FL – February 2025 - Blue Water Wave (BWW), a woman-owned premier networking organization, proudly announces the launch of its newest chapter in South Florida. This addition to BWW's robust network is another milestone in its exponential growth since launching in January 2020. Founded by CEO Bridget Sorenson, BWW is redefining the art of networking with a strategic focus on organic marketing and building meaningful, results-driven relationships.

The South Florida chapter marks the latest expansion of BWW, adding to its already thriving chapters in New Jersey (Morris/Essex, Bergen/Hudson/Passaic, and Red Bank) and New York City. The launch underscores BWW's continued momentum as it fosters growth for its members through regionally tailored events, strategic networking opportunities, and organic marketing support.

The chapter's inaugural members-only event will be a spectacular golf outing this March at the exclusive Palm Beach Par 3 course. This event is designed to unite top decision-makers, industry leaders, and power players in an unforgettable setting that blends professional development with the beauty of South Florida's iconic landscape.

Bridget Sorenson, CEO of Blue Water Wave, shared, "At Blue Water Wave, we believe in creating strategic, engaging, and impactful opportunities for our members. The launch of the South Florida chapter highlights our commitment to providing dynamic networking experiences for professionals across the nation. This expansion is a testament to the incredible value and results our members achieve through the BWW platform."

Since its inception, BWW has launched over eight specialized networking groups, including BWW Commercial Real Estate, BWW Mid-Market Collective, and the Elite Women's Alliance, among others. Each group is tailored to facilitate connections among C-suite executives, business owners, and industry leaders, ensuring members can access the resources they need to drive success.

In addition to its specialized groups, BWW offers region-specific chapters to connect local professionals with top-tier opportunities in their areas. Members enjoy a variety of exclusive benefits, including marketing and branding support, event access, weekly strategy calls, and the opportunity to be recognized through the prestigious Wave Awards.

With this latest chapter, BWW continues its mission to elevate networking through founder Sorenson's unparalleled expertise and emphasis on meaningful, growth-oriented relationships.

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About Blue Water Wave

Blue Water Wave (BWW) is a networking organization dedicated to growing members' businesses, enhancing their advisory resources and delivering a significant return on their investment. At BWW, we excel across diverse industries and our professionals are meticulously selected, representing top-tier companies with unparalleled expertise. BWW hosts exclusive events—happy hours, golf outings,



roundtable discussions and fine dining experiences in the tri-state area—designed to foster relationships and drive business growth. By upholding values of notable character, excellence in execution and superior client relations, BWW's networking groups and region-specific chapters have grown exponentially since 2020. Our commitment is to position our members as thought leaders through strategic, tailored networking and marketing plans. For more information, please visit www.bluewaterwave.com. Connect with us on [LinkedIn](#), [Instagram](#), and [Facebook](#).

About Bridget Sorenson

Bridget Sorenson is the CEO of Blue Water Wave (BWW), an exclusive networking organization that does organic marketing for its members. With over two decades of experience in digital and events marketing, Bridget's career has spanned across multiple industries, including legal services, commercial real estate, and C-Level consulting. She has worked for Fortune 100 & 500 companies in the aforementioned sectors, as well as in manufacturing, advertising, fashion and retail, such as Louis Vuitton, Ralph Lauren, and Northwestern Mutual. At the helm at BWW, Bridget bridges her business acumen with being "the wave," as those closest to her deemed her, attributed to her keen sense of connecting professionals to drive their success. Drawing on her past experience as Marketing Director of European & American Fashion/Luxury for the two largest Women's Wear Daily issues covering NYC Fashion Week Tent Shows, Bridget is an expert at executing upscale events for members. She has worked with Chanel, Gucci, Giorgia Armani, Tom Ford, Calvin Klein and Versace to name a few. Bridget lives in Lake Mohawk, NJ, while raising her five children.

Media Contact:

Nubia DuVall Wilson

Cielo Consulting

nubia@cieloconsulting.biz