

## **Denise Lee Yohn**

***Brand Leadership Expert and best-selling author of  
“Extraordinary Experiences” and “What Great Brands Do”***

### **Business Speaker**

Through her expertise and personal approach, Denise has become an in-demand keynote speaker inspiring business leaders around the world to build great brands and exceptional organizations. Her keynote presentations have captivated international audiences at conferences including TEDx, the Consumer Electronics Show, The Art of Marketing, the National Restaurant Show, and American Marketing Association, among others, and at corporate events for Facebook, Lexus, eBay, and more.

### **Influential Author**

Denise enjoys challenging readers to think differently about brand leadership. It was with that goal in mind that she has written several books including the bestseller *What Great Brands Do: The Seven Brand-Building Principles that Separate the Best from the Rest* and the new book *FUSION: How Integrating Brand and Culture Powers the World's Greatest Companies*.

She has been a regular contributor to the Harvard Business Review blog and Forbes and has been a sought-after writer for publications including Fast Company, Entrepreneur, Knowledge@Wharton, ChangeThis, Seeking Alpha, QSR Magazine, among others. News media including FOX Business TV, CNBC, The Wall Street Journal, and The New York Times call on Denise when they want an expert point-of-view on hot business issues. Since 2008 she has written the popular blog, Brand-As-Business Bites™, which the Marketing Executives Networking Group (MENG) named one of the “Top 20 Marketing Blogs that Marketing Executives Actually Read.”

### **Brand Expert**

Denise initially cultivated her brand-building approaches through several high-level positions in advertising and client-side marketing. She served as lead strategist at advertising agencies for Burger King, Land Rover, and Unilever and as the marketing leader and analyst for Jack in the Box restaurants and Spiegel catalogs. Denise went on to head Sony Electronic Inc.'s first ever brand office, where she garnered major corporate awards as the vice president/general manager of brand and strategy. She has run her own firm as an independent consulting partner since 2004.

For her work with some of the world's greatest organizations, Denise has won awards from the American Marketing Association (EFFIE). HOW Magazine's Interactive Design competition, the Financial Communications Society, Sony Corporation, and Sony Electronics Inc.