



Blending a fresh perspective, twenty-five years of experience, and a talent for inspiring audiences, **Denise Lee Yohn** is a leading authority on building and positioning exceptional brands.

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 and Land Rover 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 was the vice president/general manager of brand and strategy and garnered major corporate awards.

An influential writer, Denise is the author of the best-selling book *What Great Brands Do: The Seven Brand-Building Principles that Separate the Best from the Rest* (Jossey-Bass). She enjoys challenging readers to think differently about brand-building in her regular contributions to Harvard Business Review, Forbes, Seeking Alpha, and the well-regarded monthly column Brand New Perspectives to QSR Magazine.

Denise has regularly appeared on FOX Business TV and is a popular source for CNBC, The Wall Street Journal, The New York Times, and many other national and international media. In 2008 she launched her blog, brand as business bites™, which the Marketing Executives Networking Group (MENG) named as one of the top 20 marketing blogs.

With her expertise and personal approach, Denise delivers an array of inspirational workshops, presentations, and keynote addresses to business leaders in all industries. When she's not writing or speaking, she serves on the board of directors for San Diego Sport Innovators and the YMCA.

Outside of her professional roles, Denise counts hiking Mount Kilimanjaro, dancing with a professional ballet company, and flying a helicopter as some of her greatest life experiences.

Past Speaking Engagements:

Cornell University
Consumer Electronics Show
American Marketing Association
Lexus
National Restaurant Show
AD:TECH
Institute for International Research
Facebook
The Conference Board
and many others . . .

Recently Featured In:

New York Times
CNBC
Wall Street Journal
Businessweek
USA Today
Harvard Business Review
Advertising Age
QSR Magazine
FOX Business TV
and other outlets . . .

DENISE LEE YOHN
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