



The Business Reset Button

Introducing “brand as business” – the management approach that resets your business.

Learn how to:

- ✓ Use your brand to **take your competitive advantage to the next level** and **drive profitable growth**
- ✓ Become more **nimble**, **efficient**, and **focused** to meet the demands of today’s changing market
- ✓ **Align** your stakeholders and **re-engage** employees in delivering valuable customer experiences

“Hit the Reset Button and Re-Ignite Your Business with the Power of Your Brand”



denise lee john

president & consulting partner, denise lee john, inc.

denise lee john has been inspiring and teaching companies how to **operationalize their brands** to grow their businesses for over 20 years. World-class brands including **Sony**, **Frito-Lay**, **Burger King**, and **Nautica** have called on Denise, an established speaker, author, and consulting partner.

previous audience reviews:

“a stimulating and enriching learning experience... excellent and generous interactions”

“a ton of best practices that we can implement right away”

“hands down, the best presentation I took in the entire conference”

“obvious passion for the topic and impressive depth of subject mastery”

at the podium:

selected prior engagements:

Consumer Electronics Show
The Conference Board
Intersil Corporation
American Marketing Association
High Tech Marketing Association
BD (Becton, Dickinson and Company)
Institute for International Research
Cornell University

published by:

selected publications:

American Management Association
Marketing Management
Advertising Age’s CMO Strategy
BusinessWeek Business Exchange
Nation’s Restaurant News
CMO Council’s Marketing Magnified
MediaPost
Chain Store Age

quoted by:

Wall Street Journal, IT World,
Restaurant Business, BBC, CPG Matters

author of:

brand as business bites™

(www.deniseleeyohn.com/bites/best-bites),
voted one of the **Top 20 Marketing Blogs that Marketing Executives Actually Read**

the upcoming book **Reset: How to Re-Ignite Your Business with the Power of Your Brand** (2010)