

Your source for...

fresh perspectives and expert insights on brands and businesses

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.

denise lee john

president & consulting
partner, denise lee john, inc.



topics:

- brand strategy, development, and design
- brand extensions and branding new products
- brand challenges when growing the business
- reinventing brands and reviving "dead" ones
- brand portfolio management / M&A activity

sectors:

restaurants
and retail

health,
fitness, and
wellness

consumer
electronics

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)

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