



denise lee yohn has been **inspiring and teaching companies** how to operationalize their brands to grow their businesses for over 20 years. Extraordinary brands including **Frito-Lay**, **New Balance**, **Nautica**, **Brookstone**, **Jamba Juice**, and **Road Runner Sports** have called on Denise, a brand-building expert, speaker, and writer. She also serves on the **Board of Directors** for the YMCA of San Diego Resident Camping Branch and heads its marketing committee.

Previously she headed up **Sony** Electronics Inc.'s first-ever brand office as Vice President/General Manager, Brand and Strategy. Roles at Sony also included strategic marketing and marketing communications for the \$3BB+ Personal Mobile and Imaging Division, segment marketing for Young Professionals and Small Business, marketing research and analysis, and internet and intranet marketing applications.

denise draws upon a unique experience base cultivated through a mix of advertising agency and client-side marketing positions, including lead strategist at advertising agencies for **Burger King** and **Land Rover**, and marketing leader and analyst at **Jack In the Box** restaurants and **Spiegel** catalogs.

She is a **popular speaker and writer**, having addressed national audiences at conferences including the Consumer Electronics Show, Marketing Forum, and American Marketing Association and has been featured in publications including The Wall Street Journal, Brandweek, Advertising Age, CMO Council's Marketing Magnified, and the AMA's Marketing Management. Denise writes the monthly **Brand New Perspectives** column for QSR Magazine. Her blog, **brand as business bites™** was voted one of the **Top 20 Marketing Blogs that Marketing Executives Actually Read**.

denise has received **awards** from the American Marketing Association, HOW magazine's Interactive Design competition, the Financial Communications Society, Sony Corporation, and Sony Electronics Inc.

biography

