

LEARN WHAT GREAT BRANDS DO

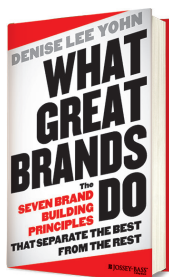
Keynote Speaker **DENISE LEE YOHN**

Delivers Fresh Ideas and Clear-Cut Tools for Brand-Building Success



SPEAKING TOPICS

- What Great Brands Do: Seven Brand-Building Principles
- More Walk, Less Talk: Build Your Brand Through Culture and Customer Experience
- Re-Thinking Corporate Social Responsibility: Use Level 5 Relevance to Create Shared Value
- Your Start-Up Needs a Minimum Viable Brand



For Booking please email
mail@deniseleeyohn.com
or call (917)446.9325.

You know what a strong brand looks like. You recognize it every time you pay a premium for a certain type of frozen yogurt. Or whenever a friend insists on flying with a favorite airline. Or as you sidestep a line of people camping out to catch the newest smartphone release.

Companies that are rock stars at brand-building—like Starbucks, Apple, Nike, Google, and Shake Shack—not only fuel the most passionate responses from customers but also enjoy:

- Fast rates of growth
- Distinct and attractive corporate cultures
- Higher profit margins than their competitors

So why do other companies keep missing out on these benefits and wasting advertising dollars that fail to help them reach their brands' full potential? The answer is that too many business leaders view brand-building as subjective, discrete, and experimental.

That's where Denise Lee Yohn comes in, to turn this mindset on its head. Twenty-five years of experience with such world-class brands as Sony, Frito-Lay, Nautica, and Burger King have made Denise a sought-after expert and an electrifying speaker. Now, as the author of the bestselling book *What Great Brands Do: The Seven Brand-Building Principles that Separate the Best from the Rest* (Jossey-Bass), Denise demystifies the brand-building process and empowers managers to revitalize and strengthen their brands.

DURING HER ENGAGING AND PERSONALIZED SPEECHES, DENISE:

- Teaches the seven principles that successful brands consistently implement
- Explores how strong brand-building drives profitable growth, enhances stakeholder relationships, and engages employees
- Reveals how a brand platform should guide and fuel every aspect of a business's operations
- Shares case studies and real-life examples of brand-building successes and failures
- Explains how to close the gap between bold brand promises and actual customer experiences

WWW.**DENISELEEOHN**.COM

DENISE LEE YOHN
brand-building expert | speaker | author

WHAT GREAT BRANDS DO:

The Seven Brand-Building Principles that Separate the Best from the Rest

(Jossey-Bass)

TEDx SPEAKER



PRESS COVERAGE

FAST COMPANY

800ceoread

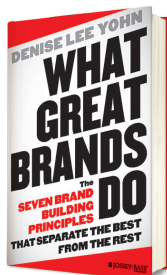
FOX
BUSINESS

CNBC

THE
HUFFINGTON
POST

Inc.

THE GLOBE AND MAIL



“Best speaker of the day . . . a fresh perspective.”

—Director, Facebook

“Nothing short of amazing . . . fabulous.”

—Owner, Moxi Events

“Denise’s keynote took our customer summit to new heights . . . Her talk was inspiring and informative—worth every penny!”

—CEO, Zift Solutions

“A dynamic and engaging speaker . . . Attendees left fired up!”

—Producer, Fast Casual Executive Summit

Packed with insightful case studies from companies like Chipotle, Trader Joe’s, and IBM, Denise Lee Yohn’s *What Great Brands Do* explains how top companies develop standout brands that foster customer loyalty and increase profit margins. Denise translates these studies into actionable guidelines by sharing what she has identified as the seven major principles essential for brand excellence.

PAST SPEAKING VENUES

- The Art of Marketing
- TEDx San Diego
- Facebook
- American Marketing Association
- Consumer Electronics Show
- National Restaurant Show
- Lexus
- Cornell University
- Brand ManageCamp
- ad:tech and many others . . .

RECENTLY FEATURED IN

- New York Times
- Wall Street Journal
- Harvard Business Review
- CNBC
- Businessweek
- Bloomberg Radio
- Forbes
- Advertising Age
- The Globe and Mail
- USA Today and many others . . .

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MEET DENISE

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.

NATIONAL MEDIA CONSULTANT



An influential writer, Denise enjoys challenging readers to think differently about brand-building. She regularly contributes to Harvard Business Review, Forbes, and Seeking Alpha, appears on FOX Business TV, and is the writer of the popular monthly column Brand New Perspectives in QSR Magazine. In 2008 she launched her blog, brand as business bites™, which the Marketing Executives Networking Group 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 as the brand director for TEDx San Diego and sits on the board of directors for a branch of 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.

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PRAISE FOR **WHAT GREAT BRANDS DO:**

“If you care about building your brand to grow your business, you can't afford not to read *What Great Brands Do* by Denise Lee Yohn.”

—Ken Blanchard, coauthor of *The One Minute Manager®* and *TrustWorks!*

“I wish Denise had written *What Great Brands Do* five years earlier—I would have made it required reading for all P&G brand builders!”

—Jim Stengel, former Global Marketing Officer, P&G, and author of *Grow*

“A must-read for leaders who want a fascinating brand. This book is smart, with insider knowledge, and reads beautifully.” —Sally Hogshead, author, *How the World Sees You*

“Denise Lee Yohn has bottled the elixir of brands and the magic behind brands in this book.”

—Om Malik, founder, GigaOM

“Denise Lee Yohn beautifully highlights some of the most beloved brands and how they've separated themselves from the rest by creating an emotional connection between the organization and its stakeholders.” —Kip Tindell, Chairman and CEO, The Container Store

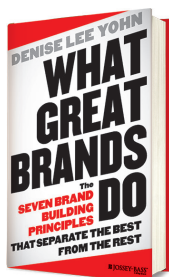
“Helpful reading for executives and managers at all levels, and it will guide the next generation of great brands.” —Publishers Weekly

“The seven brand-building principles of *What Great Brands Do* represent a provocative view of branding. You will look at brand-building with new eyes.”

—David Aaker, Vice-Chairman, Prophet and author of *Brand Relevance*

“Recommend it to anyone who wants to create brand heat and product lust.”

—Huffington Post



800 CEO Read Business Book Bestseller and Amazon 4½ Star Rating.
Published by Jossey-Bass, an imprint of Wiley & Sons, 2014.
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