

# DENISE LEE YOHN

author of the bestselling book, *WHAT GREAT BRANDS DO*

## It's What's Inside That Counts



Think you need creative advertising and buzz-worthy social media campaigns to promote your brand? Think again.

Great brands start brand-building inside. They cultivate a vital, vibrant brand-led culture inside their organizations because they know that's the only way to build a meaningful, valuable, sustainable brand. Brand expert Denise Lee Yohn will show you how to clarify your brand purpose, use your brand values to shape employee and customer experiences, and engage and align everyone with your brand vision.

Learn how to lead your organization to brand greatness by starting inside.

Blending a fresh perspective, twenty-five years of experience working with world-class brands including Sony and Frito-Lay, and a talent for inspiring audiences, Denise Lee Yohn is a leading authority on building and positioning exceptional brands. She has been a regular contributor to Harvard Business Review, Forbes, and FOX Business TV.

*"a stimulating and enriching learning experience... excellent and generous interactions"*

*"attendees were blown away"*

*"a ton of best practices that we can implement right away"*

*"hands down, the best presentation in the entire conference"*

*"not only inspiring but highly actionable"*



*Prior engagements:*

National Restaurant Show

Society for HR Management

American Marketing Association

Catalyst

Facebook

Cornell University

The Art of Marketing

The Human Capital Institute

Lexus

Entrepreneur Growth Conference

...and more

*Speaker video:* <https://vimeo.com/deniseleeyohn/speaker>

**DENISE LEE YOHN**  
brand-building expert | speaker | author

917 446 9325

mail@deniseleeyohn.com

www.deniseleeyohn.com

