

DENISE LEE YOHN

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

Great Brands Aren't Just for the Big Guys



It's true! You don't have to be big to be great. Even if you're an entrepreneur who's short on time and money, you can build a brand that stands out and has a big impact.

Brand expert Denise Lee Yohn shows you what you need to beat the big guys at their own game. She reveals the Minimum Viable Brand (MVB) framework and how to lay the foundation for getting traction in a crowded, cluttered marketplace.

Learn the 6 "What's" that every start-up and small business must answer -- and how the most successful entrepreneurs have built powerful, profitable brands.

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, NPR, 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:

Consumer Electronics Show

Vistage

American Marketing Association

Catalyst

Facebook

Cornell University

The Art of Marketing

National Restaurant Show

Lexus

Entrepreneur Growth Conference

...and more

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

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