

## Denise Lee Yohn Speaker Introduction

Denise Lee Yohn (*rhymes with "John"*) is going to share with us from her more than 25 years of experience helping organizations take their brands to new heights.

You're going to learn how to get more power out of your/our brand by applying the innovative brand-building philosophy she developed while working with such companies as Target, Oakley, Frito-Lay, and Sony.

Denise is the author of the bestselling book, *What Great Brands Do*, and she has contributed to media outlets including *The New York Times*, *The Wall Street Journal*, and the *Harvard Business Review*.

[She's from San Francisco but she didn't leave her heart there,] please welcome, Denise Lee Yohn.

