

DENISE LEE YOHN

author of *WHAT GREAT BRANDS DO* and *FUSION*

IGNITE EXPERIENCE: Fuse CX and EX to Drive Your Growth



Customer experience is the new competitive battlefield where customer loyalty is won or lost. And among employees, the war for talent is intensifying. How do you win on both fronts?

Denise Lee Yohn shows you how to align and integrate your employee and customer experiences—and unleash their combined power to fuel your growth.

Learn how to design and deliver employee experiences that fully engage your people and translate into customer experience excellence. Denise lays out the complete game plan you need to win the hearts and minds of customers and employees.

Denise Lee Yohn is the go-to expert on brand leadership for national media outlets, an in-demand speaker and consultant, and an influential writer. 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:
The Retailing Summit
Sustainable Brands
Human Capital Institute

Catalyst
Facebook
TEDx
NFL

Scale-Up Summit by FORTUNE
Lexus
National Restaurant Show
...and more

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

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