

# The Fusion of Brand and Culture with Denise Lee Yohn

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In this installment of our “Expert Interviews” series on [YouTube](#), I interview Denise Lee Yohn.

[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.

## Fusion: Aligning Brand and Culture

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In this fun, wide-ranging discussion, Denise and Adam cover how culture building is hard work. Culture is more than just slogans and posters and requires leaders with vision. Denise reveals her five steps for making sure that your brand and your culture are aligned.

Some other highlights of Adam’s conversation with Denise are...

- The importance of having an authentic brand,
- Why you need an overarching purpose and set of core values, and
- How great brands design incentives around values.

Make sure to learn more about these topics and get other great insights from Denise in the video below.

To learn more about Denise, check out her bio beneath the video.

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## About Denise Lee Yohn

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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. In addition to FUSION, she is the author of the bestselling book *What Great Brands Do: The Seven Brand-Building Principles that Separate the Best from the Rest* (Jossey-Bass) and the e-book *Extraordinary Experiences: What Great Retail and Restaurant Brands Do*.

News media including FOX Business TV, CNBC, The Wall Street Journal, and NPR call on Denise when they want an expert point-of-view on hot business issues. She is a regular contributor to Harvard Business Review and Forbes, and has also written for Fast Company, Entrepreneur, and Knowledge@Wharton, among others.

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. Consulting clients include Target, Oakley, and Dunkin' Donuts.

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