



Contact:
Denise Lee Yohn
Denise Lee Yohn, Inc.
Phone: 917 446 9325
Email: mail@deniseleeyohn.com
Web site: www.deniseleeyohn.com

FOR IMMEDIATE RELEASE

**BRAND EXPERT TO TEACH RETAILERS:
“ALIGN AND INTEGRATE YOUR CUSTOMER EXPERIENCES TO BUILD YOUR BRAND”**

San Diego, CA – August 13, 2010 – Brand expert Denise Lee Yohn will address the Retailing Summit, sponsored by the Center for Retailing Studies at Texas A&M University. Yohn will provide brand-building insights and instruction to retailers from across the nation and abroad in Dallas, TX, on Thursday, October 7, 2010.

“As customer interactions evolve and new channels and touchpoints emerge, retail business leaders struggle with navigating the multitude of possibilities to engage the customer,” says Yohn. She will teach tools and approaches which successful companies use to deliver cohesive and compelling customer experiences. The dynamic and provocative session is tied to the Summit theme, “The Evolving Customer,” and will include case studies and new perspectives on the challenges and opportunities the evolving customer and retail channel landscape.

Other speakers at the signature program for retailing executives include Ken Hicks, Chairman, President and CEO, Foot Locker, Inc., and Garrett Boone, Chairman Emeritus, The Container Store. Over 300 people are expected to attend the event, held at the Westin Galleria in Dallas, TX.

About Denise Lee Yohn, Inc.

Denise Lee Yohn has been inspiring and teaching companies how to operationalize their brands to grow their businesses for over 20 years. World-class brands including Sony, Frito-Lay, Burger King, and Nautica have called on Denise, an established speaker, author, and consulting partner. For more information on Denise Lee Yohn, Inc. or to schedule an interview, email mail@deniseleeyohn.com or call (917) 446 9325.

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