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FAST TRACK

Career highlights in 60 seconds BY MELODY UDELL

1989

B.A., psychology and political science

NORTHWESTERN UNIVERSITY

Yohn started at Northwestern intending to become a lawyer but quickly realized that she wanted to pursue a broader liberal arts education instead.

1989-1991

Research Analyst

SPIEGEL INC.

Yohn channeled her experience selling ads for *The Daily Northwestern* to get her first post-college job as a researcher. "I learned how to conduct research so that I would understand how people made purchase decisions, how brand perceptions were formed, and how you could influence people's attitudes and behaviors."

1991-1996

Director of Marketing Research and Strategy

JACK IN THE BOX

After moving to San Diego, Yohn held several roles at Jack in the Box, from researcher to product marketing manager to head of the research department. "As a product



DENISE LEE YOHN

PRESIDENT, DENISE LEE YOHN INC.

Denise Lee Yohn's career in marketing research and brand strategy took her from Chicago to New York to San Diego. Now, she heads up her own marketing consultancy, helping companies such as Dunkin' Donuts and New Balance build their brands, expand their reach, and understand the powerful implications of data.

manager, you work on an idea nonstop for a year, but then it's in the store and people are buying it. ... It's a really cool process to be able to work on new products."

1999-2004

GM/VP of Brand and Strategy, Corporate Marketing

SONY ELECTRONICS INC.

"Before me, they had never had anyone to work on the Sony brand, which I found interesting because at the time, in the late '90s, Sony was such a powerful brand. ... When they hired me, the CMO and president started to realize that things were changing and that Sony's brand advantage may not be there in the years to come, so we needed to work on shoring up their brand equity."

Now

President/Consulting Partner

DENISE LEE YOHN INC.

"It was really exciting in the sense that this was the first time I had broken out of corporate America to do my own thing. It was scary. ... I thought, Let me just try it. Let me start my own business. Let me see if I can do this. ... And here I am, 10-plus years later." **MI**