

## Denise Lee Yohn Speaker Introduction

Denise Lee Yohn (*do not read: 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 lead your/our organization to greatness by applying the innovative brand leadership principles she developed while working with such companies as Target, Oakley, Frito-Lay, and Sony.

Denise is the author of the bestselling books, *What Great Brands Do*, and the book, *FUSION: How Integrating Brand and Culture Powers the World's Greatest Companies*. 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.