



THE MILLENNIUM ALLIANCE PRESENTS

DIGITAL DIARY MAGAZINE

— **ADVISORY BOARD EDITION** —
EDUCATION. TRANSFORMATION. LEADERSHIP.



EXCLUSIVE INTERVIEWS

WITH TODAY'S LEADERS

2020 PREDICTIONS

IN MARKETING, HEALTHCARE & CYBERSECURITY SECTORS

INDUSTRY INSIGHTS

CONTRIBUTED BY OUR ADVISORY BOARD

EDITION
NO. 6

DENISE LEE YOHN

PRESIDENT, DENISE LEE YOHN, INC.

BIO

Denise Lee Yohn is the go-to expert on brand-building for national media outlets, an in-demand speaker and consultant, and an influential writer. Denise 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 The New York Times call on Denise when they want an expert point-of-view on hot business issues. The Marketing Executives Networking Group (MENG) named her blog as one of the & Top 20 Marketing Blogs that Executives Actually Read.

Denise enjoys challenging readers to think differently about brand-building in her regular contributions to Harvard Business Review and Forbes, and has been a sought-after writer for publications including Fast Company, Entrepreneur, Knowledge@Wharton, ChangeThis, Seeking Alpha, QSR Magazine, among others. With her expertise and personal approach, Denise has become an in-demand keynote speaker and has addressed thousands of business leaders around the world.

Denise initially cultivated her brand-building approaches through several high-level positions in advertising and client-side marketing. She served as the 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 have included Target, Oakley, Dunkin' Donuts, and other leading companies.

WHERE DOES YOUR PASSION FOR LEADERSHIP COME FROM? HAS IT BEEN IN YOUR DNA ALL OF YOUR LIFE OR DID YOU HAVE A CERTAIN EXPERIENCE THAT TRIGGERED YOUR PASSION?

I've had the privilege of working for some terrific leaders, so I've been inspired by them. But mostly my interest in leadership comes from my drive for results and my desire to help people create real value for this world.

HOW DO YOU ENCOURAGE CREATIVE THINKING WITHIN YOUR ORGANIZATION?

Since my organization is myself, I try to read as many different types of content as possible so I can get exposed to a range of ideas and ways of communicating them.

WHAT IS ONE CHARACTERISTIC THAT YOU BELIEVE EVERY LEADER SHOULD POSSESS?

Humility



WHAT IS THE BIGGEST CHALLENGE FACING BUSINESS LEADERS TODAY?

Focus

HOW HAS THE SHIFT TO MOBILE CHANGED THE BUSINESS LANDSCAPE?

Context-less engagement

WHAT TRENDS DO YOU FORESEE FOR 2020 IN YOUR INDUSTRY?

External brand and internal culture will continue to increase in interdependence; the desire for and value of the human element of customer and employee experience will increase; technology will continue to vacillate between being a force for good and evil.

WHAT ADVICE WOULD YOU GIVE SOMEONE GOING INTO A C-SUITE LEADERSHIP POSITION FOR THE FIRST TIME?

Accept brand-and culture-building as your strategic leadership responsibility.

HOW DO YOU APPROACH CONTINUED EDUCATION AS A LEADER?

Read and listen voraciously, always be curious, always be noticing.

HOW HAS THE MILLENNIUM ALLIANCE IMPACTED YOUR ROLE AS A LEADER AND WHY?

Fantastic connections with other thought-leaders and executives.

WHAT DO C-SUITE EXECUTIVES GAIN FROM BEING A PART OF THE MILLENNIUM ALLIANCE COMMUNITY?

Access to great people and great ideas.