

Episode 127: Why You Should Avoid Selling Products w/ Denise Lee Yohn

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What happens when a company's brand and vision are not aligned? Having the discipline, relentlessness, and commitment to your brand's principles will make all the difference for your future. Denise and Lisa consider this and many other questions in regard to culture and brand identity in our 127th episode.

Bio: Denise Lee Yohn is the go-to expert on brand leadership for national media outlets, an in-demand keynote speaker and consultant, and an influential writer.

Denise is the author of the bestselling books *What Great Brands Do: The Seven Brand-Building Principles that Separate the Best from the Rest* (Jossey-Bass), *Extraordinary Experiences: What Great Retail and Restaurant Brands Do*, and *FUSION: How Integrating Brand and Culture Powers the World's Greatest Companies* (Nicholas Brealey/Hachette Books).

With her expertise and inspiring approach, Denise has become an in-demand keynote speaker on building great brands and exceptional organizations. She has addressed business leaders around the world at corporate events such as Facebook, NFL, and Lexus, and conferences including International Consumer Electronics Show (CES), The Art of Marketing, and Sustainable Brands.

News media including CNBC, FOX Business TV, The Wall Street Journal, and NPR call on Denise when they want an expert point-of-view on hot business issues.

Denise enjoys challenging executives to think differently about brand leadership in her regular contributions to Harvard Business Review, Forbes, and Smartbrief on Leadership, and has been a sought-after writer for publications including 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 have included Target, Oakley, Dunkin' Donuts, and other leading companies.

Outside of her professional roles, Denise counts hiking to Everest Base Camp, dancing with a professional ballet company, and solo-flying a helicopter as some of her greatest life experiences.

Denise's Something Extra: Humility and faith. These leaders make it clear that they don't know everything or have it all figured out. They make it clear they are trusting in their god as part of their journey. This humility effects the way we interact with everyone.

Links and Mentions:

Contact Denise

Credits:

- Lisa Nichols, Host
- Scott Crosby, Executive Producer
- Daniel Williams, Recording Engineer