



# Build Your Brand with a Cohesive Customer Experience

Retail business leaders have to navigate a multitude of possibilities for engaging customers, as new channels and touchpoints emerge. Brand expert Denise Lee Yohn teaches how to **optimize, prioritize, and unify all of your customer experiences**. Learn how to create a cohesive brand experience that will build the brand and the business. Denise inspires you with the tools and approaches that successful companies use to deliver cohesive and compelling customer experiences – and the results they achieve.

## Key takeaways:

- ✓ fresh perspectives on the challenges and opportunities of the evolving customer and channel landscape
- ✓ case studies highlighting successful results from using a Customer Experience Architecture, a framework for delivering the optimal brand experience across all segments and channels
- ✓ practical tools and methods retail executives can implement right away



## denise lee yohn

president & consulting partner, 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.

### praise for denise:

*"a stimulating and enriching learning experience... excellent and generous interactions"*

*"a ton of best practices that we can implement right away"*

*"hands down, the best presentation I took in the entire conference"*

*"a refreshing outlook on how to more effectively manage brands in a company"*

### at the podium:

*selected prior engagements:*

Consumer Electronics Show  
The Conference Board  
Intersil Corporation  
American Marketing Association  
High Tech Marketing Association  
BD (Becton, Dickinson and Company)  
Institute for International Research  
Cornell University

### published by:

*selected publications:*

American Management Association  
Marketing Management  
Advertising Age's CMO Strategy  
BusinessWeek Business Exchange  
Nation's Restaurant News  
CMO Council's Marketing Magnified  
MediaPost  
Chain Store Age

### quoted by:

Wall Street Journal, IT World,  
Restaurant Business, BBC, CPG Matters

### author of:

**brand as business bites™**

([www.deniseleeyohn.com/bites/best-bites](http://www.deniseleeyohn.com/bites/best-bites)),  
voted one of the **Top 20 Marketing Blogs that Marketing Executives Actually Read**

**brand new perspectives**

QSR Magazine monthly column

