

DENISE LEE YOHN

author of the bestselling book, *WHAT GREAT BRANDS DO*

Brand Leadership



You know how great brands dominate their fields. You experience it every time you pay a premium for a certain type of jeans, or see a line of people camping out to catch the newest smart phone release.

Brand expert Denise Lee Yohn shows you how to achieve rock star brand status.

Drawing from case studies, analyses, and interviews with brand leaders from the world's leading brands, she shows you what great brands do and how to achieve the kind of brand leadership that everyone -- from customers to employees to investors -- wants a piece of.

Blending a fresh perspective, twenty-five years of experience working with world-class brands including Sony and Frito-Lay, and a talent for inspiring audiences, Denise Lee Yohn is a leading authority on building and positioning exceptional brands. She has been a regular contributor to Harvard Business Review, Forbes, and FOX Business TV.

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

"attendees were blown away"

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

"hands down, the best presentation in the entire conference"

"not only inspiring but highly actionable"



Prior engagements:

Consumer Electronics Show

Transformational CMO Assembly

American Marketing Association

Catalyst

Facebook

Cornell University

The Art of Marketing

National Restaurant Show

Lexus

Entrepreneur Growth Conference

...and more

DENISE LEE YOHN
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