DENISE LEE YOHN

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

Stop Greenwashing...
Start Making a Difference

Today's consumers expect companies to have an overall beneficial impact on society -- and they want them to do more than write checks or make charitable donations.

Business advisor Denise Lee Yohn introduces a 5-step process that will help you develop social efforts that resonate with your customers, employees, investors, communities, and beyond.

Learn how to become a force for positive change while enhancing your customer appeal and long-term competitiveness.

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 regularly 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
Sustainable Brands
American Marketing Association
Catalyst
Facebook
Cornell University
The Art of Marketing
National Restaurant Show
Lexus
Entrepreneur Growth Conference
...and more

DENISE LEE YOHN
brand-building expert | speaker | author

Represented by K&M Productions.
For more info & bookings contact us: 905.831.0404 | info@kmprod.com |
http://www.kmprod.com/speakers/speaker-denise-lee-yohn