

DENISE LEE YOHN

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

POWER UP!

Ignite CX & EX to Fuel Your Growth



Customer experience is the new battlefield where customer loyalty is won or lost. And among employees, the war for talent is intensifying too. How do you win on both fronts?

Denise Lee Yohn shows you how to align and integrate your employee and customer experiences -- and unleash their combined power to fuel your growth. You'll learn how to design and deliver employee experiences that fully engage your people and translate into customer experience excellence.

Drawing from industry-leading best practices, new analyses, and the latest research, Denise lays out the complete game plan you need to win the hearts and minds of customers and employees.

Blending a fresh perspective, twenty-five years of experience working with leading retail and restaurants brands, 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

NFL

Scale-Up Summit by FORTUNE

Lexus

Entrepreneur Growth Conference

...and more

DENISE LEE YOHN
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Denise Lee Yohn is represented by K&M Productions (Toronto)
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