

DENISE LEE YOHN

author of *WHAT GREAT BRANDS DO* and *FUSION*

BREAK THROUGH!

Great Innovation Requires Great Marketing



If **innovation** is your top priority, you need **marketing** to make the **launch** of your ground-breaking product a **stunning success**.

Great innovations don't sell themselves, so your organization must **embrace** marketing investments and actions to successfully **commercialize** your new products.

Brand leadership expert Denise Lee Yohn shares **pragmatic insights** and **actionable takeaways** to inspire and empower your people. Through **case studies** grounded in data and results from the technology, consumer goods, and biotech/pharma industries, Denise shows how to **unleash** the **power of marketing** as a driver of **product success** and **growth**.

**"The bigger the innovation,
the bigger the risk of failure."**

-- Denise's Harvard Business Review article,
[Why Great Innovation Needs Great Marketing](#)

About Denise

- **Author** of the bestselling books, *What Great Brands Do* and *FUSION*
- **Sony** former Vice President/General Manager, Brand & Strategy
- **Recognized authority** in media including CNBC and FOX Business TV
- **Thought-leader** & contributor to Harvard Business Review and Forbes
- **Advisor** to world-class brands including Frito-Lay and Oakley



Client Feedback:

- "Thank you for **opening our eyes!**" • "Not only **inspiring** but highly **actionable**"
- "A ton of **best practices** that we can implement right away"
- "You are helping us get to the **next level!**" • "Not blue sky...a **blueprint** on what to do"
- "Hands down, the **best presentation** in the entire conference" • "Attendees were **blown away!**"

Represented by K&M Productions - Speakers & Shows
<https://www.kmprod.com/speakers/speaker-denise-lee-yohn>
events@kmprod.com | www.motivational-speakers.ca
905.831.0404

DENISE LEE YOHN
brand leadership expert | speaker | author

