

Yastrow & Company



Testimonials for Steve Yastrow

Steve Yastrow has provided a roadmap for viewing the company from consumers' perspective and then aligning the entire organization to be the marketing engine. –
Dave Baney, McDonald's Corporation

In one morning, Steve re-engergized the way we look at marketing. The only question we had at the end of the session was, "When can we get him back?"
– Doug Ducey, CEO, Cold Stone Creamery

When Steve Yastrow writes, I pay close attention. He is at once a wonderful storyteller, a sophisticated purveyor of ideas and an effective change agent.
– Tom Peters

Not only is Steve's content sound, but the energy he displays in delivering it will knock your socks off.
– Kathleen Phillips, Ernst & Young

Steve Yastrow is at the forefront of the next evolution in marketing. We have implemented many of his innovative ideas... and we have seen very positive results.
– Mike Depatie, CEO, Kimpton Hotels and Restaurants

Steve Yastrow changed the way our company looks at marketing. "Brand Harmony" and "Be the Brand" became part of our company's vocabulary from the day we first met Steve. Not only did we understand the message loud and clear, but Steve's way of presenting the brand to our employees made all the difference. We operate in 85 countries, and we're convinced that Steve's ideas on branding apply in all of them.
– Carsten Pedersen, President, BoConcept USA

Steve Yastrow has clearly described the emotional reality of customer relationships and their impact on profitable business growth
– Rhoda Olsen, President, Great Clips for Hair

Steve possesses an insight into the workings of the marketing process in its entirety. This common sense approach to business is timeless.
– Paul D. Schrage, Senior Executive Vice President of Marketing, Retired, McDonald's Corporation

To book Steve Yastrow, contact SPEAK!
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