



## **Steve Yastrow Client Testimonials**

"Steve Yastrow introduced Brand Harmony and their Be the Brand concept to our team at Jenny Craig. I believe these new ideas contributed in helping us triple the company's revenue during my years as CEO."

**Jim Evans, former President and CEO, Jenny Craig**

"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-energized 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**

"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 Yastrow is at the forefront of the next evolution in marketing. We have implemented many of his innovative ideas . . . and have seen many positive results in property performance and customer loyalty."

**Mike Depatie, CEO, Kimpton Hotels and Restaurants**

"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 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**

“If you've ever wondered how to make your brand's message resonate where it counts most—your employees—call on Steve Yastrow. Steve shared his common sense philosophy of *Brand Harmony* with our 220-plus employees at our company-wide meeting. As a result, our brand not only resonates among all employees, but also has taken on a life of its own. We are no longer just advertising our brand, we ARE the brand.”

**Cindy Pavy, Marketing Director, Horizon Bancorp**

“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**