



Denise Lee Yohn Bio

Denise has been working with franchise organizations for over 25 years, including Jack In the Box, Burger King, Lexus, and Elevation Burger — and she has cracked the code on how to work the unique dynamics of franchisor/franchisee relationships to build a great brand.

Denise's hard hitting, content-rich presentations have commanded the attention of audiences at international conferences, CEO peer groups, and corporate meetings. Thousands of people have been blown away by Denise's authority, power, and passion. Denise has shown businesspeople around the world simple but powerful methods to achieve brand leadership.

An influential writer, Denise is the author of the best-selling book *What Great Brands Do: The Seven Brand-Building Principles that Separate the Best from the Rest* (Jossey-Bass) and the new book *Extraordinary Experiences: What Great Retail and Restaurant Brands Do*. She is a popular source for FOX Business TV, The New York Times, BusinessWeek, and more, and has regularly contributed to QSR Magazine, the Harvard Business Review blog and Forbes.