



Denise Lee Yohn Client Testimonials

"Comments of you being the 'best speaker ever' were common today. Thank you for opening our eyes!"

-Joe Dominiak, Managing Partner, Executive VP, Skyline Chili Franchise Convention

"Denise was nothing short of amazing in front of a very passionate and outspoken audience. She did a fabulous job and really was able to relate it to the attendees and their industry. Our client sincerely appreciated her being well versed in the industry she was speaking to. Because of this she got some hard questions and didn't shy away from them. She was an absolute pleasure to work with and we really enjoyed getting to know her. She was fabulous!"

Emily McNulty, Owner, Moxi Events, for Lexus Southern Area Leadership Conference

"Best speaker of the day...a fresh perspective."

Mike Fox Director, Global Vertical Marketing, Facebook

"You definitely made an impact...your talk provided us with a framework as to how to operationalize [our] brand to achieve our Billion Dollar vision. Not only inspiring but highly actionable"

Stephanie Gallo, VP Marketing, E&J Gallo

"Our attendees, who are owners of fast casual restaurants, learned a lot about social marketing from Denise. She's a dynamic and engaging speaker and really tailored her presentations to our audience. Attendees left fired up!"

Cherry Butler, Conference Producer, Fast Casual Executive Summit

"You were truly a hit and with top travel companies...and our offices and staff really took it to heart and truly enjoyed your presentations and workshops."

Jenny Adams, CEO, Discover the World

"Denise was a fantastic opening keynote speaker for the Transformational CMO Assembly this past June. This Assembly is one of our most prestigious events of the year and we are always in need of an innovative speaker to start things off on the right foot. Denise's presentation skills, warm personality, and industry knowledge were all well received and I hope to continue working with her for more of our programs in the future as numerous clients of ours took a lot away from getting to know her and listening to her speak."

- Alex Sobol, Co-Founder & Managing Partner| The Millennium Alliance LLC.

speak!

Franchise Speakers That Deliver

*"We wanted someone who could **stretch our thinking**. The attendees were **blown away** by her presentation. We were very pleased with the depth of her experience and her ability to easily communicate that to a broad audience base."*

-Sabrina Brown Conference Producer, Canadian Tourism Commission Board of Advisors Annual Retreat

"Denise's presentation was both thought provoking and focused as we explored the elements of what constitutes great brands. Denise adapted her content to the focus and interests of our conference participants, and helped us explore ways to apply her branding concepts to the kinds of organizations that were present. I highly recommend her to anyone who wants to better understand the value of great brands and how they can be cultivated in any organizational setting."

-Curt Swindoll, EVP Strategy, Pursuant

*"Denise's keynote took our customer summit to **new heights**. She did her research, hit all of the points we'd discussed, and used provocative insights and examples. Her talk was **inspiring and informative –worth every penny!**"*

-Ken Romley President and CEO, Zift Solutions

*"We were privileged to have Denise serve as a panel member for our Brand Strategy breakouts. Her experience and insights were **amazing** and helped to make the conference a huge success. She is **brilliant and entertaining** – able to point out a unique twist or opportunity on what might otherwise be a very clinical case analysis."*

-Mark G. Anderson Conference Producer, Business Growth Conference, coordinated jointly by the Harvard Business School Alumni Association and Marshall School of Business Alumni Association

*"Denise outlined a detailed roadmap for retailers for **building their brands**. In today's intensively competitive retailing environment, the various concepts such as the brand platform and tools such as the brand touchpoint wheel that Denise covered in her presentation represent **timely and important to retailers**, big and small."*

-Rajan Varadarajan Distinguished Professor of Marketing and Ford Chair in Marketing & E-Commerce, Mays Business School at Texas A&M University, The Retailing Summit

"A great keynote to close our event -- It was a huge hit."

-Stephanie Glassford, CMP, Event Manager, RE/MAX INTEGRA OA