



Denise Lee Yohn Speaker Intro

Denise Lee Yohn (*rhymes with “John”*) is an in-demand consultant and speaker with more than 25 years of experience helping organizations take their brands to new heights.

She developed her innovative brand-building philosophy while working with such companies as Burger King, Oakley, Frito-Lay, and Sony.

Denise is the author of the bestselling book, *What Great Brands Do*, and she has contributed to outlets including *The New York Times*, *The Wall Street Journal*, and the *Harvard Business Review*.

Straight from sunny San Diego, California, please welcome, Denise Lee Yohn.