

BRENDA BENCE

**BUILDING SUCCESSFUL LEADERSHIP BRANDS
FOR COMPANIES, TEAMS, AND EXECUTIVES**

Brenda S. Bence is an internationally-recognized branding expert, Certified Speaking Professional, Certified Executive Coach, dynamic trainer, and award-winning author of five corporate and personal branding books.

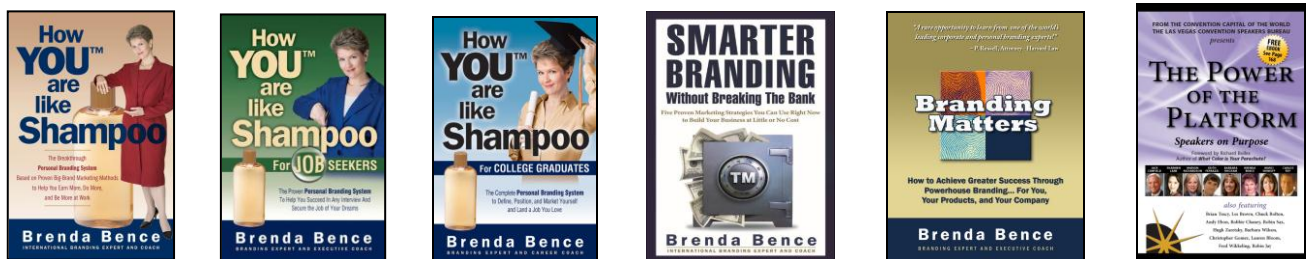
With an MBA from Harvard Business School, Brenda spent the first 20 years of her career building mega brands for companies like Procter & Gamble and Bristol-Myers Squibb, where she was a senior executive responsible for billion-dollar businesses across four continents and 50 countries.

In 2002, Brenda left the corporate world and founded **BDA International Group**. Now doing business across 25 countries and with offices in both the U.S. and Asia, BDA International provides training, speaking, and executive coaching services to clients located in Southeast Asia, Greater China, the U.S./North America, Western & Eastern Europe, the Indian Subcontinent, Australia/New Zealand, and Africa. In 2011, BDA's development program was ranked #29 in the Independent Trainers / Coaches category of *Leadership Excellence's* annual *Leadership 500* ranking of the best development programs worldwide.



As an in-demand trainer and speaker, Brenda has addressed audiences at conferences, conventions, and companies all across the globe for clients such as 3M, Citibank, Credit Suisse, Danone International, Deloitte, Deutsche Bank, General Motors, KFC, Kraft, Johnson & Johnson, Lilly, Mattel, Microsoft, National Starch, Pizza Hut, Sheraton Hotels, and Standard Chartered Bank.

Having been a senior executive herself, Brenda understands the challenges of senior leadership jobs. She has an extensive background in both internal and external coach training along with many years of executive coaching experience. She is certified by the International Coach Federation and with Results™ Coaching Systems (Australia) and has trained extensively with the College of Executive Coaching (U.S.).



An avid writer, Brenda is author of the *How YOU™ Are Like Shampoo* series of personal branding books as well as the recently-released books *Smarter Branding Without Breaking the Bank* and *Branding Matters* which have collectively won a total of 15 international book awards. As both a magazine and a newspaper columnist, Brenda writes articles related to branding, leadership, and coaching.

Brenda and her articles have been featured in more than 300 media and publications all across the world including NBC TV, *Reader's Digest*, *Financial Times*, *Investor's Business Daily*, *Entrepreneur Magazine*, *Kiplinger's Personal Finance*, *SmartMoney*, *Cosmopolitan*, and *The Los Angeles Times*. Brenda is a frequent guest on radio and TV shows.

Brenda sits on boards of both public and private companies as well as not-for-profit organizations. She has traveled to 75 countries, is an avid Mahjong player, and enjoys studying foreign languages.