

BRENDA BENCE

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

Brenda S. Bence is an internationally-recognized branding expert, dynamic trainer and speaker, certified executive coach, and author of the award-winning *How YOU™ Are Like Shampoo* series of personal branding books.

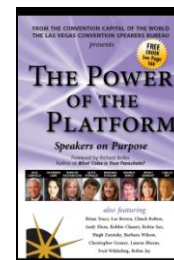
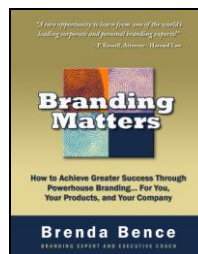
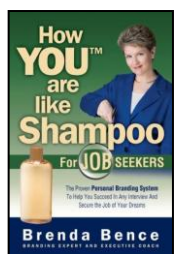
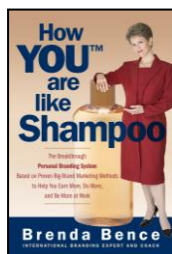
With an MBA from Harvard Business School, Brenda spent the first 20 years of her career building mega brands for companies like Procter & Gamble and Bristol-Myers Squibb, where she was a senior executive responsible for billion-dollar businesses across four continents and 50 countries.

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 the U.S./North America, Southeast Asia, Greater China, Western & Eastern Europe, the Indian Subcontinent, Australia/New Zealand, and Africa.



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

Having been a senior executive herself, Brenda understands the challenges of senior leadership positions. She has an extensive background in both internal and external coach training along with many years of executive coaching experience. Certified by the International Coach Federation, Brenda is also an Adjunct Coach with the Center for Creative Leadership and has trained extensively with the U.S. College of Executive Coaching.



An avid writer, Brenda is author of the award-winning *How YOU™ Are Like Shampoo* series of personal branding books as well as the recently-released *Branding Matters*. She is a contributing author to *The Power of the Platform: Speakers on Purpose* published by the Las Vegas Convention Speakers Bureau. 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 and enjoys studying foreign languages.

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Speaker • Trainer • Executive Coach • Author
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