

BRENDA BENCE

BUILDING SUCCESSFUL LEADERSHIP BRANDS
FOR COMPANIES AND EXECUTIVES

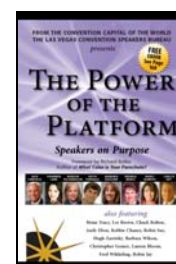
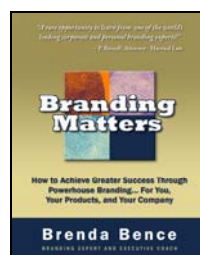
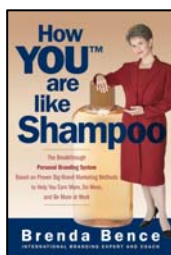
Brenda S. Bence is an internationally-recognized branding expert, dynamic speaker, certified executive coach, and author of the award-winning *How YOU™ Are Like Shampoo* series of personal branding books.

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 **Brand Development Associates (BDA) Int'l, Ltd.** Now doing business across 20 countries and with offices in both the U.S. and Asia, BDA International provides speaking, training, and coaching services to clients located across the U.S., Asia, Europe, Australia, and New Zealand.

As an in-demand speaker and trainer, Brenda has addressed audiences at conferences, conventions, and companies all across the globe for clients such as Deutsche Bank, KFC, Kraft, Johnson & Johnson, Mattel, Sheraton Hotels, Standard Chartered Bank, and Pizza Hut.



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 book *Branding Matters*. She is a featured author in *The Power of the Platform: Speakers on Purpose* published in October 2009. As both a magazine and a newspaper columnist, Brenda also writes articles on a variety of topics related to corporate and personal branding and executive coaching.

Brenda has been featured in more than 100 media and publications all across the world including NBC, Reader's Digest, Financial Times, Investor's Business Daily, Entrepreneur Magazine, Kiplinger's Personal Finance, SmartMoney, and Los Angeles Times. Brenda is a frequent guest on radio and TV shows.

Certified as an Executive Coach with the International Coach Federation, Brenda sits on boards of both public and private companies as well as not-for-profit organizations. She has traveled to 70 countries and enjoys studying foreign languages.

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Speaker • Trainer • Executive Coach • Author
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