

BRAND DEVELOPMENT ASSOCIATES INTERNATIONAL RECOGNIZED IN RANKING OF ANNUAL TOP 500 LEADERSHIP DEVELOPMENT PROGRAMS

CHICAGO – Brand Development Associates International (BDA) has been ranked #29 in the Independent Consultants/Trainers/Coaches category of *Leadership Excellence*'s annual ranking of the Top 500 Leadership Development programs in the world. The *Leadership 500* is a ranking of the best individuals, teams, and organizations in leadership development practices and employee motivation-productivity today.

This year's *Leadership 500* was published in the October 2011 Special Edition of *Leadership Excellence* magazine, a publication founded by business greats Ken Shelton, Stephen R. Covey, Ken Blanchard, and Charles Garfield. The issue was sent to more than 187,000 of the world's "movers, shakers, and decision makers."

"This is a tremendous honor for our company," said Brenda Bence, BDA's Founder and President. "We are thrilled to be recognized by such a prestigious publication as *Leadership Excellence* and to be recognized along with so many other accomplished companies."

To determine the *Leadership 500* rankings, *Leadership Excellence* evaluated organizations based on seven criteria: vision/mission, involvement and participation, measurement and accountability, design-content-curriculum, presenters-presentations-delivery, take-home value, and outreach.

Brenda Bence founded BDA in 2002 after 20 years of building mega brands for Fortune 100 companies Procter & Gamble and Bristol-Myers Squibb. During that time, Bence - who holds an MBA from Harvard Business School - was a senior executive responsible for billion-dollar businesses across four continents and almost 50 countries.

Today, less than ten years after its founding, BDA does business across 25 countries and maintains offices in both the U.S. and Asia. The company provides training, coaching, and speaking services to clients located on six continents, including such companies as Citibank, Credit Suisse, Danone International, Deutsche Bank, KFC, Kraft, Lilly, Mattel, Microsoft, Sheraton Hotels, Standard Chartered Bank, Pizza Hut, and the U.S. Department of State.

Brenda Bence is a Certified Executive Coach, as well as a Certified Speaking Professional (CSP). She is the author of five marketing and branding books, which have collectively won a total of 15 international book awards.

Brenda Bence is available for television, radio, and press interviews to talk about leadership, coaching, and personal / corporate branding. Visit www.BrendaBence.com or www.BDA-Intl.com, contact +1-312-242-1830, or email Interviews@BrendaBence.com for availability.