

# BRENDA BENCE

EXECUTIVE LEADERSHIP COACH  
KEYNOTE SPEAKER

**Brenda Bence** is a Certified Executive Leadership Coach, Global Certified Speaking Professional, an internationally recognized personal branding expert, and the author of several award-winning corporate and leadership branding books.

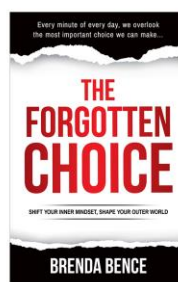
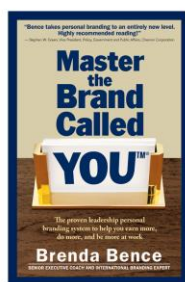
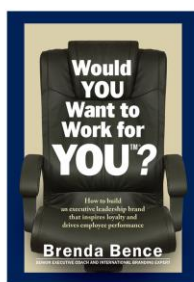
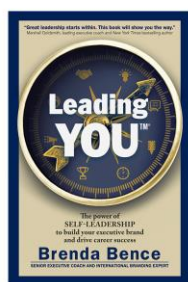
With an MBA from Harvard Business School, Brenda spent the first 20 years of her career building mega brands for companies like Procter & Gamble and Bristol-Myers Squibb, where she was a senior executive responsible for billion-dollar businesses across four continents and 50 countries.

In 2002, Brenda left the corporate world and founded **BDA International** (DBA Brenda Bence International [BBI]). Now doing business across 30 countries and with offices in both the U.S. and Asia, BBI provides executive coaching, professional speaking, and training 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. BBI's proprietary programs have been ranked among the best leadership development programs across the globe. Brenda consistently ranks among the Top 10 Executive Coaches worldwide and the Top 10 Branding Experts worldwide, by GlobalGurus. She is also recognized by Thinkers50 as one of the Top 50 Leading Global Coaches.



Having been a senior executive herself, Brenda understands the challenges of senior leadership jobs. As an external senior executive coach, she has coached almost 1,000 executives from 60 nationalities across 70 different industries. She is certified by the International Coach Federation and has trained extensively with the College of Executive Coaching (U.S.).

In demand as a keynote speaker and corporate trainer across six continents, Brenda has addressed audiences at conferences, conventions, and companies all across the globe for clients such as Abbott, AIA, Bank of America Merrill Lynch, BP, Credit Suisse, Danone, Deloitte, Deutsche Bank, General Motors, Johnson & Johnson, KPMG, Kraft, Lilly, Microsoft, Morgan Stanley, Ogilvy, PwC, RBS, Sheraton Hotels, Standard Chartered Bank, Takeda, UBS AG, U.S. Department of State, and the Young Presidents Organization.



Connect with Brenda  
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An avid author and writer, Brenda's 11 books have collectively won more than 40 international book awards. As a columnist and blogger, Brenda writes articles related to leadership, executive coaching, and branding.

Brenda and her articles have been featured in more than 400 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 popular guest on radio and TV shows.

Brenda has sat on multiple public and private company boards as well as on not-for-profit boards. She has traveled to 100 countries, is an avid Mahjong player, and enjoys studying foreign languages.