

## **BRENDA BENCE AWARDED DESIGNATION OF GLOBAL CERTIFIED SPEAKING PROFESSIONAL**

**CHICAGO** – Branding and leadership expert/award-winning author Brenda Bence is one of the first speakers in the world to earn the designation of Certified Speaking Professional (CSP) Global conferred by the Global Speakers Federation (GSF). Only a select few speakers whose work is internationally recognized are awarded this elite title.

“I am thrilled to present Brenda Bence with this important designation,” says Lesley Everett, President of GSF. “The CSPGlobal recognizes those speakers in our industry that truly represent excellence in all aspects of international speaking. We are privileged and honored to have Brenda become part of this prestigious group.”

CSPGlobal members must have already achieved the CSP designation, which is held by a small percentage of professional speakers. In addition, they must also meet further strict criteria including having presented professionally in multiple regions across the globe, received favorable reviews from international clients and peers, successfully passed a verbal knowledge assessment, demonstrated sustainability as a global presenter, and proven mastery of core global speaking competencies over a minimum three-year period.

GSF Executive Director Shari Brick says, “CSPGlobal recognizes some very specific global core competencies such as global communication, global business competency, global travel competency, and global events competency, all of which define the challenges and realities of speaking professionally around the world.”

“I love presenting internationally to audiences from a variety of cultures and nationalities,” says Bence. “To be recognized in this way for work that I love is truly an honor.”

As President of Brand Development Associates International, Bence travels the world speaking, training, and coaching individuals and corporations to greater success through creative, yet practical leadership brand development. She has presented at major conferences and conventions worldwide and for dozens of the world’s top corporations.

With an MBA from Harvard Business School, Bence began her 25-year career as a marketer, developing mega brands for Procter & Gamble and Bristol-Myers Squibb across four continents and 50 countries. She has appeared on numerous television and radio programs and has written dozens of articles on the subject of branding, coaching, and leadership. As a certified executive coach, she works individually with some of the world’s top CEOs to help them further their careers and strengthen their individual brands as leaders.

Bence is the author of eight books, including *Would YOU Want to Work For YOU?*, *Smarter Branding Without Breaking the Bank*, *Master the Brand Called YOU*, and her *How YOU™ Are like Shampoo* personal branding series. These books have won a total of 26 national and international book awards, including Grand Prize in the Best Beach Books Festival.