

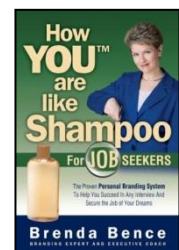
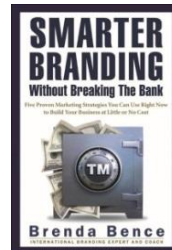
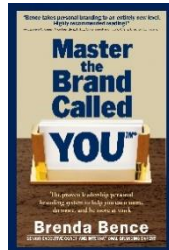
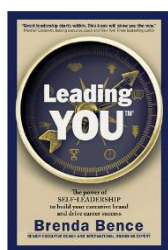
Brenda Bence is an internationally-recognized leadership branding expert, Certified Global Speaking Professional, Certified Executive Coach, and author of several award-winning corporate and leadership branding books.

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**. Now doing business across 30 countries and with offices in both the U.S. and Asia, BDA International provides professional speaking, executive coaching, 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. BDA's proprietary programs have been ranked among the best leadership development programs worldwide.

In demand as a speaker and 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 Young Presidents Organization.

Having been a senior executive herself, Brenda understands the challenges of senior leadership jobs. As an external senior executive coach, she has coached over 700 executives from more than 60 different nationalities across more than 70 different industries. She is certified by the International Coach Federation and has trained extensively with the College of Executive Coaching (U.S.).



An avid author and writer, Brenda's books have collectively won more than 30 international book awards. As a columnist and blogger, Brenda writes articles related to leadership, branding, and executive coaching.

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 sits on boards of both public and private companies as well as not-for-profit organizations. She has traveled to 90 countries, is an avid Mahjong player, and enjoys studying foreign languages.