

BRENDA BENCE NAMED #7 WORLD'S MOST INFLUENTIAL BRAND GURU

CHICAGO – April 2011: Internationally-recognized branding expert and award-winning author, Brenda Bence, has been ranked #7 among the World's Top 10 Most Influential Brand Gurus for 2010. Bence was chosen by Brand Gurus International based on her works, her contribution to the global community, and the votes of her peers in industry.

In order to choose the most influential brand gurus, emails were sent to 22,000 business people, consultants, academics, and MBA's around the world for nominations and a public opinion poll. A top 30 list was compiled from this research, and a top 10 list was compiled based on the number of votes each individual received. According to Brand Gurus International, the criteria for judging focused on "originality of ideas, practicality of ideas, presentation style, international outlook, impact of ideas, quality of publications and writings, dispersion of publications, and writings, public opinion, [and] guru factor."

"This distinction means a great deal to me," says Bence. "Anyone who knows me knows I'm passionate about the power of branding – both personal and corporate – so to be recognized as #7 in the world is a great honor."

With an MBA from Harvard Business School, Bence began her 25-year career developing mega brands for Procter & Gamble and Bristol-Myers Squibb across four continents and 50 countries.

Today, Bence is President of Brand Development Associates International, and she travels the world speaking, training, and coaching individuals and corporations to greater success through creative, yet practice brand development. She has appeared on numerous television and radio programs and has written dozens of articles the subject of branding. As a certified executive coach, she works individually with some of the world's top CEOs to help them rise to the top of their careers by building and leveraging their unique leadership personal brands.

Bence's three books in her *How YOU™ are like Shampoo* personal branding series have won a total of ten national book awards, including the Best Beach Books Festival National Grand Prize. All three of the books walk readers through Bence's unique personal branding approach, the world's only step-by-step, start-to-finish system for defining, communicating, and taking control of a personal brand. The first book is targeted to helping people succeed in personal branding within the corporate world, the second book, *How YOU™ are like Shampoo for Job Seekers*, adapts the system to help make a job search faster and easier through personal branding. In the third book of the series, *How YOU™ are like Shampoo for College Graduates*, Bence revised her groundbreaking system to help college grads through the process of creating a personal brand to succeed in job interviews – even though they have little practical work experience.

For the full list of brand gurus, visit <http://www.brandgurus.net/brandgurus30.php>.

Brenda Bence, President of Brand Development Associates International, is available for television, radio, and press interviews worldwide to talk about topics on personal or corporate branding. Visit www.BrendaBence.com, contact U.S. +1-312-242-1830 or Singapore +65-6322-1491, or email Daniel.Jackman@BDA-Intl.com for availability.