

# BRENDA BENCE

GLOBAL EXECUTIVE LEADERSHIP COACH  
GLOBAL KEYNOTE SPEAKER

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

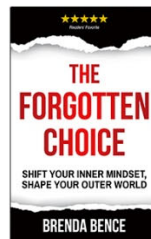
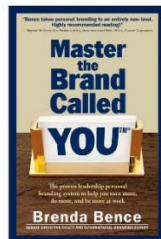
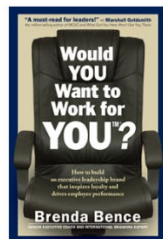
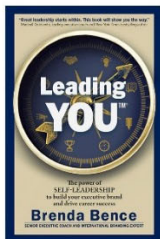
With an MBA from Harvard Business School, Brenda made a name for herself when building mega brands for companies like Procter & Gamble and Bristol-Myers Squibb, where she was a senior executive responsible for billion-dollar businesses across four continents and 50 countries.

Brenda then left the corporate world and founded her own company. Now doing business across 30 countries and with offices in both the U.S. and Asia, Brenda provides executive coaching, professional speaking, and corporate leadership 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. Brenda'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 Global Gurus. She is also recognized by Thinkers50 as one of the Top 50 World Leaders in Coaching and is a member of Marshall Goldsmith's MG100 Coaches.



Having been a senior executive herself, Brenda understands the challenges of senior leadership jobs. As an external executive leadership coach, she has coached almost 1,000 executives from 60 nationalities across 70 different industries. She has served as coach and advisor to Board Chairs and CEOs of publicly traded companies on the NYSE, NASDAQ, London Stock Exchange, and the Hong Kong Stock Exchange.

As a Global Certified Speaking Professional, Brenda is in demand as a keynote speaker across six continents. She 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, just to name a few.



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An avid author and writer, Brenda's 11 books have collectively won more than 50 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 across the world including NBC TV, *Fortune*, *Reader's Digest*, *Financial Times*, *Investor's Business Daily*, *Entrepreneur Magazine*, *Kiplinger's Personal Finance*, *SmartMoney*, *Cosmopolitan*, *Yahoo News*, and *The Los Angeles Times*. Brenda is a popular guest on podcasts and radio 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.