



CAPITOL CITY SPEAKERS BUREAU

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Stephen Denny

Travels from: California

Fee Range: \$15,001 - \$20,000

Stephen Denny is a competitive strategy + marketing consultant, helping emerging brands define their competitive positioning, communication strategies and go-to-market strategies. He is the author of *Killing Giants: 10 Strategies to Topple the Goliath In Your Industry* (Portfolio US & Penguin UK), which was named one of Advertising Age's "Top 10 Marketing Books of 2011."

Denny has consulted and spoken to brands including Jabra, Cocona Inc., Altria, Campbell's Soup, Gold 'N Plump Poultry, PNY Technologies, Fuel Cell Energy, American Roamer, Looxcie, Koodo Mobile, Vibram US and others.

Prior to consulting, he was a 20+ year senior marketing executive responsible for the people, strategy and budgets for major international consumer electronics brands including Sony, Onstar, Iomega and Plantronics.

Apart from writing and consulting, Denny is a frequent speaker at corporate events, industry conferences and graduate business schools on topics relating to competitive strategy and marketing. He holds multiple patents, has lived and worked in both the US and Japan, and has an MBA from the Wharton School.

Most Requested Programs...

- The Five Lessons that Separate the "Giant Killers" from Everybody Else
- The Four Hidden Lessons of the Giant Killers
- Speed as a Competitive Weapon
- "This Sentence Has Five Words." Eigen Cultures, Creating Truisms & The Future of Marketing
- Winning in the Last Three Feet