

BIOGRAPHY

Denise Kaigler

Brand & Communications Strategist, Author & Professor

“I enjoy using the power of storytelling to move people and organizations from mainstream to top tier.”

- Denise Kaigler

Denise Kaigler is the founder and principal of [MDK Brand Management](#), LLC, a business dedicated to discovering compelling stories that build bankable brands. Denise, an award-winning brand and communications strategist, is also the author of [Forty Dollars and a Brand: How to Overcome Challenges, Defy the Odds and Live Your Awesomeness](#). She has nearly 25-years of corporate experience in communications, branding and marketing at multi-billion dollar brands, including Reebok, adidas Group, Nintendo and Boston Scientific. Since founding MDK Brand Management in 2015, Denise has been helping clients discover their stories, build their brand, and transition to their next level.

Forty Dollars and a Brand, inspired by Denise’s personal brand journey from a shy introvert to a corporate executive and business owner, includes brand-building steps, tips and first-hand stories featuring numerous celebrities, including JAY-Z, former President Bill Clinton, Beyoncé, Oprah and Will Smith. The book is available at [barnesandnoble.com](#) and [amazon.com](#).

Denise, who has a daughter and a son, is active in the non-profit community and sits on several boards, including the Greater Boston Chamber of Commerce, Mass Humanities and the University of Massachusetts Boston Advisory Board for Sport Leadership and Management. She is also an adjunct professor at Lasell College in Auburndale, MA.

For brand-building tips and stories, and to stay on top of brands in the news, follow and connect with Denise and MDK Brand Management on [Twitter](#), [Facebook](#), [LinkedIn](#), [Instagram](#), and [Vimeo](#).

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