

BIOGRAPHY

Denise Kaigler

Brand Strategist | Career Coach | Certified Digital Marketer |
Author | Former C-Suite Executive

Following a four-year stint in television news, Denise Kaigler spent nearly 25-years in the corporate world where she held senior, executive, and C-suite roles at multi-billion dollar companies, including Reebok, adidas Group, Nintendo, and Boston Scientific.

During her 17- year Reebok tenure, Denise helped launch the signature product of numerous A-list celebrities, including Venus Williams, Scarlett Johansson, 50 Cent, and Jay-Z, with whom she traveled to Europe to introduce his 'S. Carter by Rbk' footwear. While serving as Senior Vice President at Boston Scientific, where her responsibilities included corporate branding and brand management, Denise led the global rebranding of the medical device giant and wrote its current tagline, *Advancing science for life*.

In mid-2015, Denise founded MDK Brand Management, LLC., a firm that helps businesses and individuals stand out, step up, and break through. Organizations that have tapped MDK Brand Management include Boston Scientific, Hasbro, Marsh & McLennan Companies, and Merrill Lynch/Bank of America. MDK Brand Management also supports numerous Massachusetts correctional facilities where Denise helps current and former inmates remake their brand and rebuild their life.

Denise is a certified and award-winning digital marketer with an expertise in advanced digital marketing techniques and online lead generation. She is also the author of *Forty Dollars and a Brand: How to Overcome Challenges, Defy the Odds and Live Your Awesomeness*, a professional development guide that highlights brand-building tips and steps designed to help readers define their brand and achieve their goals. The book is available online at Amazon and Barnes and Noble.

Denise has been honored with numerous awards and recognitions, including twice being named among the "Most Influential Black Women in Corporate" by Savoy Magazine.

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