



# SONYA LEE

## Business Disruption Through Strategic Storytelling

### CONNECT WITH SONYA

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### INTERVIEW TOPICS

- Storytelling + Branding
- Marketing Strategies
- Business Empathy
- User Experience
- Management + Culture

### SAMPLE QUESTIONS

- How did you break out of corporate to pursue your dreams
- What was it like growing up in a monastery?
- What challenges did you overcome to pursue your path?
- Why is brand storytelling so important to a business?
- How can people use Business Empathy in their company?
- How can businesses benefit from User Experience?
- Can you talk about your upcoming bok, Total Self Worth?

### **Sonya Lee is a branding expert, business coach and keynote speaker in Orange County, California.**

At an early age, Sonya was sent to live in a monastery that left her emotionally scarred and struggling to know her true self. Being cut off from mainstream society initially stunted her growth, but rather than shrink back, she used the experience to push the boundaries of personal evolution and improve the human experience. Sonya is also the founder of UX Your Life™ and the UserX™ Method; frameworks designed to maximize the human potential both personally and professionally.

By age 26, she became an award-winning web designer and has the honor of being called “disruptive” when helping Bob Iger, the CEO of Disney, launch Disney.com. She has worked on brands for Warner Bros, AT&T, TrueCar, Adobe, Cisco and launched several companies.

Sonya has also founded several businesses including a non-profit, agency and tech startup. With more than 20 years of experience in branding, marketing and technology, she now helps top corporations and businesses establish brand marketing strategies that maximize the impact of traditional and digital media resulting in long-lasting results and profits.

#### **Shorter Introduction**

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**Speaker, Author, Brand Strategist, Business Coach**

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