

Rhonda Harper

rhonda@harperlcr.com

214-244-4608

PROFESSIONAL HISTORY

PROFESSIONAL EXPERIENCE

Founder and Owner, Harper Litigation Consulting and Research

Chief Marketing Officer & Vice President of Marketing, Walmart Sam's Club

Chief Marketing Officer & Vice President of Marketing, VF Corporation VFI

Senior Vice President & General Manager, Ketchum Communications

Global Director, Marketing Communications, UPS

Marketing Promotion Director, Nabisco Biscuit Division

PROFESSIONAL AFFILIATIONS

Board of Directors, Member, Speaker, Brand Activation Association (Promotion Marketing Association)

Board of Directors, Member, Speaker, Insights Association (National Research Association)

Member, American Bar Association

Member, International Trademark Association

Member, Data & Marketing Association (Direct Marketing Association)

Member, Speaker, American Marketing Association

Member, Speaker, Institute of International Research

Member, American Association for Public Opinion Research

Member, Speaker, Public Relations Society of America

EDUCATION

Master of Business Administration (MBA), Emory University Goizueta Business School – Vice President, Business School

Bachelor of Science (BS), Education / Math Resource, Illinois State University – Faculty Advisor

OTHER EXPERIENCE

Founder, Owner, and CEO, Penrose Check-In Services, LLC

- International Winner: Cartier Women's Initiative 2017, co-sponsored by McKinsey & Co.
- National Winner: 2016 AARP Innovation@50+, Best New Start-Up for Seniors
- National Winner: 2016 American Geriatrics Association, 10 Best New Start-Ups for Seniors

Founder, Owner, and CEO, RTM&J, LLC

Co-Founder and Co-Owner, Harper Street, LLC

Co-Founder and Board of Directors, Leadership Worth Following, PLLC

Adjunct Marketing Professor, American University and Fairleigh Dickinson University

MBA Case Competition Judge, Emory University Goizueta Business School

Board of Directors, Member, Emory University Goizueta Business School Alumni Association

The Chief Marketing Officer position title was not available at Walmart or VF Corporation. However, Ms. Harper held the highest marketing position and was an officer of both companies.