

PROFESSIONAL HISTORY

Rhonda J. Harper, M.B.A.
Rhonda Harper LLC
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75 Cases | 40 Surveys | 30 Depositions | 12 Trials

*"Based on my experience, I very strongly recommend Rhonda Harper. She's great to work with and her work product is absolutely top-shelf."
- Shareholder, Greenberg Traurig, LLP*

**Surveys * Trademark and Patent Infringement * Advertising * Consumer Confusion
Brand * Defamation * Retail * Marketing * Business * Damages**

PROFESSIONAL EXPERIENCE

Founder & CEO, Penrose Check-In Services, LLC Dallas, TX – *Present*
CMO & VP Marketing, Walmart Sam's Club, Bentonville, AR
CMO & VP Marketing, VF Corporation VFI, Alpharetta, GA
SVP, Ketchum Public Relations, Atlanta, GA and Dallas, TX
Global Director, Marketing Communications, UPS, Atlanta, GA
Marketing Promotion Director, Nabisco Biscuit Division, E. Hanover, NJ

PROFESSIONAL AFFILIATIONS

American Marketing Association
Brand Activation Association, Board of Directors
Council of American Survey Research Organizations
American Association for Public Opinion Research
Marketing Research Association

EDUCATION

Master of Business Administration (M.B.A.), Emory University, Atlanta, GA, 1988
Bachelor of Science (B.S.), Education / Math Resource, Illinois State University, 1984

OTHER

Adjunct Marketing Professor, American University, Washington DC
Adjunct Marketing Professor, Fairleigh Dickinson, Madison, NJ
M.B.A. Case Competition Judge, Emory University, Atlanta, GA
Board of Directors, Emory University Goizueta Business School Alumni Association
Co-Founder and Board Member Emerita, Leadership Worth Following, Dallas, TX
Winner: Cartier Women's Initiative 2017, co-sponsored by McKinsey & Co.
Winner: AARP Innovation@50+ 2016