

Rhonda Harper

rhonda@harperlcr.com

214-244-4608

PROFESSIONAL HISTORY

PROFESSIONAL EXPERIENCE

Expert Witness, Harper Litigation Consulting and Research

Chief Marketing Officer & VP Marketing, Walmart Sam's Club

Chief Marketing Officer & VP 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

Board of Directors, Member, Speaker, Insights Association

Member, International Trademark Association

Member, Data & 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 – VP, Business School

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

OTHER EXPERIENCE

Founder & CEO, Penrose Check-In Services LLC

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

Founder & CEO, RTM&J LLC

Co-Founder and Board of Directors, Leadership Worth Following

Adjunct Marketing Professor, American University and Fairleigh Dickinson

MBA Case Competition Judge, Emory University

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

Note: 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.

