

RHONDA HARPER, MBA
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Dallas, Texas

Owner, Rhonda Harper, LLC, Dallas, TX - Retained by 95+ law firms with a focus in trademark/dress infringement, false/misleading advertising, commercial reasonableness, licensing, and contract breakage. Provided 45+ depositions and ~20 courtroom trials and/or arbitrations. 2010-present (2005-2010 performed expert testimony under RTM&J.)

Founder & CEO, Dallas, TX - Created the senior care auditing category and career field. Penrose Check-In Services was the first and only nationwide tech/app-enabled service that provides family oversight of their seniors. Winner: AARP Top 10 Innovation Health/Tech Start-Ups 2016; Geriatrics Society of America's Top 15 Innovation Tech for Seniors Start-Ups 2016; Cartier Women's Initiative 2017. 2013-2019.

Created and launched the first nationwide online neighbor-to-neighbor household rental item community. Whimiy.com - What Is Mine Is Yours allows neighbors to earn cash, spend less, and reduce waste by renting out items not regularly used while renting items needed for only a short time. 2018-2019.

Global Director, Communications, UPS, Atlanta, GA - Led global marketing communications team for all business products, services, and agencies. Successfully launched UPS My Choice, the first B2C initiative and the largest launch in the company's history. Responsible for global agencies. 2011-2012.

GM / SVP, Ketchum Public Relations, Atlanta, GA - Led the Atlanta and Dallas offices with the second largest P&L globally serving the southern half of the U.S. Increased client income 33%. Launched practices including Social, Retail, and Energy. Simultaneous with RTM&J experience. 2005-2007.

Founder & CEO, RTM&J, Atlanta, GA - Led a boutique strategic marketing consultancy focused on organic growth strategies for Fortune 500 corporations. Clients included: Arby's, Coca-Cola Company, Equifax, HSN, IBM, Kellogg's, Russell, Target, Home Depot, and Tyson Foods. 200-2010.

Vice President of Marketing, Sam's Club. Officer, Walmart. Bentonville, AR - Top marketing officer reporting to the CEO. Led brand, strategic planning, creative services, production, advertising, promotion, public relations, interactive, research / insights, CRM, direct mail, interactive, in-store merchandising, and signage for Sam's Club, a \$40 billion division. Responsible for all agencies. Launched Shopper Marketing, now 25% of marketing budgets nationwide. 2000-2002.

Vice President of Marketing, Vanity Fair Intimates. Officer, VF Corp. Alpharetta, GA - Top marketing officer reporting to the President. Led departments: brand, strategic planning, licensing, brand, trade, creative, research / insights, innovation, in-store merchandising, communications, direct mail, advertising, promotion, public relations, and interactive for VFI, a \$1.5 billion division of the world's largest apparel manufacturer. Managed a ~\$40MM budget. Launched #1 product in chain, #1 brand in mass. 1998-2000.

1984 – 1998

Nabisco Biscuit Promotional Marketing Director. E. Hanover, NJ. Led team for all promotional marketing for \$4 billion Biscuit division. Warner Lambert Promotion Marketing Division Manager. Morris Plains, NJ. Member of the Listerine brand team, a \$300 million business. Subsequently led team promotional marketing for \$1.5 billion consumer healthcare division. American Red Cross Marketing and Corporate Development Director. Washington DC. Increased blood collections by 22% through geo-demographic emotive lifestyle segmentation and direct marketing. Created diversified revenue stream strategy, raising more than \$400 million annually. High School Math Teacher. Atlanta, GA. Created management and discipline program which was shared system-wide. Created curriculum, increasing the state passage rate among students by 76%. Voted “Teacher of the Year.”

EDUCATION & OTHER

- MBA, Emory University Goizueta Business School, 1988 – Vice-President
- BS, Education / Math Resource, Illinois State University, 1984
- Former Board Member, Emory University Goizueta Business School Alumni Association
- Former Board Member, Promotion Marketing Association (aka Brand Activation Association)
- Former Board Member, Market Research Association (aka Insights Association)
- Former Adjunct MBA Marketing Professor, American University and Fairleigh Dickinson
- Keynote Speaker: corporations, associations, and organizations
- Authored two books: Seeking Joy and Generation Y
- Former Board Member, Partnership Against Domestic Violence www.padv.org
- Member, International Trademark Association
- Member, Marketing Research Institute
- Member, American Marketing Association
- Co-Founding Board Member Emerita, Leadership Worth Following www.worthyleadership.com