

PROFESSIONAL HISTORY

Rhonda J. Harper, MBA
Rhonda Harper LLC
Dallas, TX 214-244-4608
rhonda@rhondaharperllc.com

95+ Law Firms | 50+ Surveys | 45+ Depositions | 20+ 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 Trade Dress Infringement * Advertising * Licensing
Commercial Reasonableness * Brand * Defamation * Retail * Marketing * Business**

PROFESSIONAL EXPERIENCE

Owner, Rhonda Harper LLC, Dallas, TX – 2005 - Present
Founder & CEO, Whimiy LLC and Penrose Check-In Services LLC, Dallas TX
Founder & CEO, RTM&J LLC, Atlanta, GA
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

International Trademark Association, Member
American Marketing Association (AMA), Member, Keynote Speaker
Promotion Marketing Association (PMA), Board of Directors Emerita, Member, Keynote Speaker
(now called Brand Activation Association)
Institute of International Research, Member, Keynote Speaker
Council of American Survey Research Organizations (CASRO), Member
American Association for Public Opinion Research, Member
Marketing Research Association, Board of Director Emerita, Member, Keynote Speaker *(now combined with CASRO and called Insights Association)*

EDUCATION

Master of Business Administration (MBA), Emory University, Atlanta, GA, 1988
Bachelor of Science (BS), Education / Math Resource, Illinois State University, 1984

OTHER

Adjunct Marketing Professor, American University, Washington DC
Adjunct Marketing Professor, Fairleigh Dickinson, Madison, NJ
MBA 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
International Winner: Cartier Women's Initiative 2017, co-sponsored by McKinsey & Co.