

## PROFESSIONAL HISTORY

### Rhonda Harper

[rhonda@harperlcr.com](mailto:rhonda@harperlcr.com)

214-244-4608

## PROFESSIONAL EXPERIENCE

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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

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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

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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

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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.*