

RHONDA J. HARPER, M.B.A.
Dallas, TX 75214
rhonda@harperlcr.com
214-244-4608

Owner, Harper Litigation Consulting and Research, Dallas, TX – Retained by hundreds of law firms to provide consulting, research, and expert witness services in cases involving the Lanham Act, trademarks, trade dress, patents, defamation, commercial reasonableness, class action, licensing, retail merchandising, misleading advertising, likelihood of confusion, genericness, and secondary meaning. Experience: federal, state, DE chancery, all circuits, JAMS, AAA, USPTO, and TTAB. 2005 – present. (2005-2010 under the name RTM&J.)

Founder, Owner & CEO, Penrose Check-In Services, 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 provided family oversight of 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/McKinsey Women’s Initiative 2017. 2013-2019.

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

GM/SVP, Ketchum Public Relations, Atlanta, GA - Led the Atlanta and Dallas offices of 100+ professionals for a top three global agency. Managed the second largest P&L serving the southern half of the U.S. Increased client income 33%. Launched practices including social media, retail, and energy. 2005-2007.

Founder & CEO, RTM&J, Atlanta, GA - Founded and led an organic growth strategy and research boutique consultancy. Select projects include global web strategy, IBM; private brand strategy, The Home Depot; brand repositioning, HSN; retail strategy, The Coca-Cola Company; innovation pipeline, Tyson Foods; cereal platform, Kellogg's; multicultural corporate-wide roadmap, Target; portfolio brand positioning, Russell Athletic; new product commercialization, SC Johnson; segmentation strategy, Arby's; Hispanic marketing, Papa Johns; in-bank user experience, Washington Mutual. 98% client repeat. 2003 – 2010.

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

Vice President of Marketing, Vanity Fair Intimates and, Corporate Officer, VF Corp. Alpharetta, GA - Top marketing officer reporting to the president. Led brand, marketing, 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 ~\$40 million budget. Launched #1 product in chain stores, #1 brand in mass merchandisers. 1998-2000.

1984 – 1998

Promotional Marketing Director, Nabisco Biscuit. E. Hanover, NJ. Led team for all promotional marketing for \$4 billion Biscuit Division. **Promotional Marketing Division Manager, Warner**

Lambert. Morris Plains, NJ. Member of the Listerine team, a \$300 million business. Subsequently led team promotional marketing for the \$1.5 billion consumer healthcare division. **Marketing Director and Corporate Development Manager, American Red Cross. Washington DC.** Increased blood collections by 22% through database marketing. Created a diversified revenue stream strategy, raising more than \$400 million annually. **High School Math Teacher. Atlanta, GA.** Created a management and discipline program that was shared system wide. Created curriculum and increased the state student passage rate by 76%. Voted “Teacher of the Year.”

EDUCATION

- MBA, Emory University Goizueta Business School, 1988 – Business School Elected Vice-President
- BS, Education / Math Resource, Illinois State University, 1984 – Faculty Appointed Student Advisor

OTHER EXPERIENCE

- 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
- Member, International Trademark Association
- Member, Marketing Research Institute
- Member, Association of National Advertisers
- Member, American Marketing Association
- Co-Founding Board Member Emerita, Leadership Worth Following
- Owner, Harper Street LLC
- Keynote Speaker: Fortune 500 corporations, top 20 universities, and leading trade associations