

Rhonda Harper Biography

With 30+ years of experience, Ms. Rhonda Harper MBA has:

- had full, direct large corporation accountability for revenue and profit
- led Fortune 100 marketing, corporate strategy, and research departments with annual budgets exceeding \$200 million
- managed direct-report staff teams comprised of more than 120 professionals
- been responsible for all advertising, promotion, public relations, and research agencies for Fortune 100 corporations
- a decade she leading a management consulting and research firm supporting Fortune 500 C-Suite multi-million dollar decisions
- taught MBA and undergraduate business, marketing, and research courses as an Adjunct Professor
- been retained by 100+ law firms for consulting and survey work

Retained by 100+ law firms, Rhonda Harper MBA has provided consulting and testimony in cases involving trademarks and trade dress, advertising, branding, promotion, consumer privacy, consumer perceptions and behavior, innovation, product development and product launches, market analysis, market research, share and size, marketing effectiveness, corporate and marketing strategy, media relations, public relations, communications, and packaging.

Ms. Harper is routinely retained to formulate expert surveys, conduct rebuttal critiques, or construct rebuttal surveys to show the potential difference in results with properly designed and executed surveys. She has extensive experience and a deep understanding of survey design, sampling, question construction, data analysis, and methodological pitfalls that introduce bias or systematic error.

Located in Dallas, TX and serving clients nationwide, Ms. Harper is a former Fortune 100 Chief Marketing Officer and Adjunct Marketing Professor who has conducted 70+ Lanham Act surveys, produced 100+ reports, been deposed 50+ times, and served in 20+ trials and arbitrations.

That's a lot of experience. That's a lot of expertise. Put her to work for you.