

RHONDA HARPER, MBA
rhonda@rhondaharperllc.com
800-805-4096
Dallas, Texas

Founder & CEO, Penrose Check-In Services, LLC. Dallas, TX 2013-present - Created the Senior Care Auditor service category and career field. Penrose is the first and only nationwide tech/app-enabled service that provides family oversight of their seniors. BBB Accredited. 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 (International) Women's Business Case Competition.

Owner, Rhonda Harper, LLC. Dallas, TX 2010-present From 2005-2010 performed expert testimony under RTM&J. Providing expert testimony across a range of issues: defamation, contract breakage, advertising, consumer confusion, merchandising, product sales losses, brand valuation, licensing, distribution and sale, trademark and patent infringement. Areas of specialization include: Surveys, Research, Digital, Ecommerce, Case Consulting, Expert Report, Rebuttal Testimony, and Expert Testimony. Partial client list: O'Melvany & Meyers; Kirkland & Ellis; Anderson & Anderson; Greenberg Traurig; Akin Gump Strauss Hauer & Feld; Morris Manning & Martin; Munger, Tolles & Olson; Morrison & Foerster.

Global Director, Communications, UPS. Atlanta, GA 2011-2012 - Led global communications team to provide internal and external marketing communications for all business products and services. Created and implemented CRM, SEO/SEM, social, eMail, direct mail, and other integrated campaigns. Successfully launched UPS My Choice, the first B2C initiative and the largest launch in the company's history. Responsible for global agencies.

Director / GM / SVP of Ketchum Public 2005 – 2007 - Led and managed the Atlanta and Dallas offices of 100+ professionals, the second largest P&L globally, which serviced the southern half of the United States. Increased client income 33% while delivering 37% operating margin, up 3 ppts over plan. Launched five new practices including Social, Retail, and Energy. Simultaneous with RTM&J experience.

Founder, Owner & CEO. RTM&J LLC. Atlanta, GA 2002 - 2010 - Led the strategic marketing consultancy of up to 15 professionals focused on organic growth strategies for Fortune 1000 corporations. Worked directly with the C-Suite and executive teams on projects ranging \$50k - \$300k and taking 4-12 weeks. Clients included: Arby's, CTCA, The Coca-Cola Company, CSM, Equifax, HSN, IBM, Kellogg's, Russell, Sage Software, SC Johnson, Target, The Home Depot, and Tyson Foods.

Vice President of Marketing, Sam's Club. Officer, WALMART. Bentonville, AR 2000-2002 Top marketing officer reporting to the President and CEO. Led team of 75+ to manage national and regional brand, trade, innovation, creative, production, strategic planning, advertising, promotion, public relations, interactive, research / insights, CRM, direct mail, interactive, in-store merchandising and signage for Sam's Club, a \$40 billion division. Managed a ~\$150MM+ advertising, direct mail, email, communications and promotion budget. Responsible for all agencies.

Vice President of Marketing, VFI. Officer, VF CORP. Alpharetta, GA 1998-2000 - Top marketing officer reporting to the President. Led team of 15+ professionals to create and implement brand marketing strategy, 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.

1984 – 1998

Nabisco Biscuit Promotional Marketing Director. E. Hanover, NJ. Led team of 25+ to create and implement 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 of 20+ for all 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
- Co-Founder, Board Member, Leadership Worth Following www.worthyleadership.com
- Board Member, Emory University Goizueta Business School Alumni Association
- Board Member, Promotion Marketing Association
- Adjunct MBA Marketing Professor, American University and Fairleigh Dickinson
- Keynote Speaker: corporations, associations, and organizations
- Authored and published two books
- Board Member, Partnership Against Domestic Violence www.padv.org
- Owner, Harper Street LLC – real estate and remodeling