



Ms. Harper has over 35 years of experience and is one of the few experts who are court-qualified across multiple matters. As a former chief marketing officer for Fortune 500 companies, a general manager for a leading global communications agency, a serial entrepreneur, and an adjunct marketing professor, she has been involved in cases for hundreds of law firms concerning intellectual property infringement, misleading advertising, licensing, breach of contract and performance, unfair competition, trade practices, consumer privacy, and standard practices. She has also served as a designated expert in more than 10 class action lawsuits. As a leading survey expert, Ms. Harper has conducted or rebutted over 300 Lanham Act trademark, trade dress, and advertising surveys. She has also provided more than 65 marketing opinions.

Since 2005, Ms. Harper has testified more than 150 times in virtually every Federal Circuit Court, State Courts, the USPTO, the TTAB, and in arbitrations through both AAA and JAMS.

#### Select Former Employment

- 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
- High School Math Teacher
- Adjunct Marketing Professor, American University
- Adjunct Marketing Professor, Fairleigh Dickinson University
- Serial Entrepreneur: Harper Litigation Consulting & Research; RTM&J; Penrose Check-In Services; Leadership Worth Following, and Harper Street
- Guest Lecturer, Emory University
- Guest Lecturer, College of William and Mary
- Speaker: Leading Universities, Fortune 500 Corporations, Premier Trade Associations

#### Select Former and Current Affiliations

- Board of Directors, Brand Activation Association
- Board of Directors, Insights Association
- Board of Directors, Public Relations Society of America, South
- Member, American Bar Association
- Member, International Trademark Association
- Member, Data & Marketing Association
- Member, American Marketing Association
- Member, Institute of International Research
- Member, American Association for Public Opinion Research

#### Education

- Master of Business Administration, Emory University Goizueta Business School – Vice President, Business School, 1988
- Bachelor of Science, Education/Math Resource, Illinois State University – Appointed Faculty Advisor, 1984