

## **Biography - Yvette Lynne Bonaparte, MBA, PhD**

Dr. Yvette Lynne Bonaparte is a collaborative, interdisciplinary and metric-driven scholar and practitioner, in the areas of marketing and leadership. After graduating from Duke University - Fuqua School of Business, Yvette started her corporate career as a brand assistant at Procter & Gamble. She amassed a twenty year track record of success in private industry and held impactful leadership positions in the areas of brand management, product development, global marketing, customer insights, and program management with some of the world's leading healthcare companies - including Burroughs Wellcome (now GlaxoSmithKline), Schwarz Pharma (now UCB Pharmaceuticals) and Blue Cross Blue Shield of North Carolina. Her most recent position in industry was Director, Global Marketing - Therapeutic Programs at Quintiles Transnational. In 2010, Yvette established Bonaparte Consulting, LLC a consulting practice focused on strategic marketing, diversity and inclusion, and leadership training. Her clients include leading organizations within higher education and healthcare.

In 2013, Yvette earned her PhD and launched her career as an academic. She is currently Assistant Professor - Marketing (tenure track) in the School of Business at North Carolina Central University. Her research (which is focused on transformative leadership, pharmaceutical marketing practices/health literacy, and social marketing) has been published in the following peer reviewed journals: Journal of Cultural Marketing Strategy, Atlantic Marketing Journal, Journal of Values Based Leadership and Advancing Women in Leadership. Additionally, Yvette has presented her research to both national and international audiences.

Yvette earned her BA degree from Brandeis University where she graduated cum laude with honors in economics. She earned her MBA degree from Duke University - Fuqua School of Business, where she concentrated in marketing. She earned her PhD degree in leadership studies from North Carolina A&T State University where she was inducted into Phi Kappa Phi Honor Society.

Yvette's service to the community has been long standing and has included multiple board memberships such as the Duke University - Fuqua School of Business Minority Advisory Board, the Lincoln Community Health Center Foundation Board, the University of South Florida - College of Pharmacy Industry Advisory Board, and the National Black MBA Association Board of Directors (in addition to national board service she was the founding president of the Raleigh/Durham Chapter). Over the years, Yvette has worked with United Way, Junior Achievement, INROADS and the LEAD program. Lastly, and perhaps most importantly, Yvette has served (and continues to serve) as a formal and informal mentor to those seeking to advance their academic and professional careers.