



Joel D Harper, MBA '22

2022 MBA Alumni Ambassador Award Recipient, Executive Program

Global Product Leader, Digital Commerce Content Systems

Apple

Austin, TX

Joel D “JD” Harper is currently a Global Product Leader for Digital Commerce Content Systems at Apple, focusing on enabling Apple’s ecosystem of partners to publish Apple products on their web properties. Prior, JD was Director of Customer Experience

Optimization at Accenture Interactive, leading strategy and delivery for A/B testing and personalization. In 2011, JD founded V23 Athletics, a custom cut-and-sew performance apparel company that specialized in the functional fitness market. V23 was featured in Austin Fit Magazine in 2013 and was named “A company to watch” by Austin Monthly in 2014.

JD lives in Austin, TX with his wife Jessica (7th grade ELA teacher at Canyon Vista Middle School), and two beautiful children, Grace & Lawson. JD is a passionate sports fan and Longhorn supporter, validated by winning the ‘Bleeds Burnt Orange’ award during the EMBA awards ceremony. He loves business, technology, and The University of Texas at Austin and is excited to serve on the advisory board.

EDUCATION

THE UNIVERSITY OF TEXAS AT AUSTIN, McCombs School of Business, Austin, TX

Master of Business Administration (MBA)

May 2022

WASHINGTON STATE UNIVERSITY, Pullman, WA

Bachelor of Science, Psychology

June 2001