

Bio for Delos L. Knight, III (“Kip”)

Knight is the founder of the U.S. Marketing Communication College (USMCC), a pro bono organization which works with the State Department to train diplomats on marketing strategy and implementation. Kip has worked with the National Security Council and State Department since 2008 in developing CVE strategies and training, including ways to deal with the emergence and growth of “fake news”. The USMCC has trained over 500 diplomats to date. Their work continues both in and outside the U.S., with training sessions planned for Mexico City, Dubai and Singapore during 2017.

He earned his Bachelor of Science degree in marketing from Louisiana State University and his Master of Business Administration from the University of Cincinnati.

Kip Knight is Senior Vice President, U.S. Franchise, Canada and Australia at H&R Block, Inc. He is responsible for driving service delivery of tax and financial services throughout the company’s 3,500 franchise offices nationwide, and its operations in Canada and Australia. Knight also is responsible for leading the company’s new service offering (Block Advisors) designed to serve small businesses.

Knight previously served as President, U.S. Retail Operations. Prior to that, he was President, International and U.S. Franchise Operations. Before joining H&R Block, Knight’s 35-year career has included senior management and marketing positions in the U.S. and abroad with Procter & Gamble, PepsiCo, YUM! Brands and eBay.

He began his career in marketing research at Burke Marketing Research and has worked in 65 countries. He spent 10 years in brand management at Procter & Gamble and worked for 10 years in PepsiCo’s international restaurant division, where he served as General Manager of North Latin America and as the first head of marketing for KFC International. Knight was also Chief Marketing Officer for Taco Bell.

From 2002 until 2008, Knight worked at eBay, the world’s largest e-commerce site. He was Vice-President of marketing for eBay, North America. He was also responsible for managing eBay Canada, the leading e-commerce site in Canada. He was the first head of International Marketing and served as Regional Vice President for eBay International for Latin America, Australia and Taiwan.