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Terri Horton is an experienced instructor with expertise in the areas of branding, marketing strategy, consumer research, and analytics. She has taught for the University of California at Los Angeles (UCLA), Riverside (UCR) and the University of Hawaii.

Professionally, Horton is the principal consultant for TLT Consulting specializing in branding and marketing strategy. She assists organizations with the creation of compelling brands, strategic transformation and competitive market advantage.

Horton holds a MA in Organizational Management, MBA in Marketing, and is completing a Doctorate from the University of Southern California (USC) in Organizational Change and Leadership. She is a marketing and advertising subject matter expert (SME) and advisor for Guidepoint Global. Additionally, Horton is a member of the American Marketing Association and the Digital Analytics Association.