



Free Encyclopedia

Zenovia Bryant-Bright (author)

Zenovia Bryant-Bright (Zenovia Bryant; born October 28, 1980) is a multi-genre author, US ARMY Veteran, Business Strategy and Innovation Expert, Business Analyst, Business Consultant, and the Founder and owner of Bryant Bright Consulting LLC.^{[1][2][3]}

Early Life and Career path

Zenovia was born and raised in Huntsville, Texas, the daughter of Robert E. Bryant and Rosie L. Shepherd. Her father was an Automobile Mechanic, Singer/Songwriter, and Musician, while her mother worked as a Nutritionist and Educator for the State of Texas for most of her life. Zenovia began her studies attending grade school and middle School in Huntsville, Texas for her early education. In her early life, Zenovia lived in Huntsville, Texas, with her grandmother, Annie M Andrews-Dickerson. Her grandmother was a homemaker and housekeeper that raised Zenovia while her mother attended college and worked full-time. After graduating from high school (Huntsville High School), Zenovia joined (Texas School of Business), where she pursued (Medical Business Administration). Shortly after graduation, she joined the United States Army and became a Soldier for the OEF/OIF (Operation Enduring Freedom/ Operation Iraqi Freedom). After being Honorably Discharged from the US ARMY and becoming a US ARMY Veteran, Zenovia ventured into Business opportunities, Education institutions, Criminal Justice, Healthcare, public servants with local State and Federal Governments, corporate brands, and companies internationally.^[2] In 2015,

Zenovia Bryant-Bright



Born Zenovia Bryant
October 28, 1980 (age 42)
Huntsville, Texas

Education Bachelor of Arts Business Administration (BA), Ashford University: Forbes School of Business 2015. Master of Business Administration (MBA), Ashford University: Forbes School of Business 2016. Doctorate of Business Administration with emphasis of Strategy and Innovation (DBA), Capella University: School of Business,

Zenovia completed her Bachelor of Arts in Business Administration (BA) with Ashford University - Forbes School of Business. Then, she completed her Master of Business Administration (MBA) with Ashford University - Forbes School of Business in 2016.^[2] In (2021), Zenovia

completed her Doctorate Degree in Business Administration - Strategy and Innovation (DBA) from Capella University - School of Business and Technology and Healthcare Administration and successfully graduated.^[2] During her doctoral degree, she published her first scholarly work, her dissertation Brand Loyalty, Brand Trust, and Brand Image Influence on the Purchase of Counterfeit Goods, with ProQuest publishing, now Clarivate and Proquest.^[3] After publishing her dissertation in 2021, Zenovia became the first African American/Black woman and scholarly practitioner to add to the research of Brand Image, Brand Trust, and Brand Loyalty in the United States & internationally. Her published dissertation, research, and study were conducted during the COVID-19 pandemic on famous luxury brands, including Gucci, Chanel, Coach, Michela Kors, Balenciaga, and many other well-known luxury brands of the luxury fashion industry.^{[3][4]} Zenovia self-published The Amazing Adventure of Queenie in 2021, a children's non-fiction story inspired by her dog, Queenie, to her list of titles and a collection of spiritual and self-help guides.^[5] Spiritual Awakening: A spiritual Journey Guided by God and the Universe in 2021.^[6] Twin Flame Marathon, in 2022 and a cookbook inspired by her late grandmother (Annie M Andrews-Dickerson), The Texas Country Gurl Cookbook, in 2022, became a #1 new release book on Amazon.^{[7][8]}

Technology and Healthcare
Administration 2021.

Website <https://www.BryantBright.com>

Personal life

Zenovia and her family split their time between Helena, Montana, and San Francisco, California, and she is married to Staff Sergeant (SSG) US ARMY Retired Rodney Bright.^[2] Zenovia loves to travel the world and relishes the chance to sample a wide array of international foods and immerse herself in the cultures of the places she visits. Nature is her happy place, and Zenovia enjoys hiking, fishing, and relaxing outdoors. She always cherishes time spent with animals. She annually volunteers to aid homeless Veterans alongside her other philanthropic works.^[1]

Recognition

Zenovia has notable educational and career accomplishments and awards. Her Doctorate Degree in Business Administration - Strategy and Innovation (DBA) from Capella University - School of Business and Technology and Healthcare Administration is a crucial academic victory.^{[2][3]} Her notable activities and societies are, The National Society of Leadership and Success (Sigma Alpha Pi), Zeta Chi chapter of Delta Alpha Pi International Honor Society (DAPI), the Doctor of Business Administration candidate badge, and The National Society of Leadership and Success Foundations of Leadership Certificate 1 & 2 and the Advanced Leadership Certificate.^[2] Her notable career accomplishments and achievements are The National Defense Service Medal, the Global War on Terrorism Service Medal, the Army Service Ribbon, the Certificate of The United States Army Quartermaster Award, and the United States Army Training Center award.^[2] She has also participated in multiple community outreach programs over the years. The Arizona Veterans Women Stand-Down in Kingman, AZ, in 2009, Arizona Veterans Stand Down Phoenix, AZ, in 2008, 2009, and 2014. She has also volunteered for donations for US Vets Phoenix (Victory Place

& Grand Village) in 2013, 2014, and 2015, and volunteered at Tanner Garden Senior Citizens Community – Phoenix, AZ, in 2014 and 2015 with the Blacks in Government organization. She also volunteered at the Homeless & At-Risk Veterans Stand Down on The Delta in Antioch, CA, in 2017.

Bibliography

- Brand Loyalty, Brand Trust, and Brand Image Influence on the Purchase of Counterfeit Goods^[3]
- The Amazing Adventure of Queenie ^[5]
- Spiritual Awakening : A spiritual Journey Guided by God and the Universe ^[6]
- Twin Flame Marathon^[7]
- The Texas Country Gurl Cookbook^[8]

References

1. "Amazon.com: Dr. Zenovia Bryant-Bright: books, biography, latest update" (<https://www.amazon.com/stores/author/B09J1QWPNJ/about>).
2. "ABOUT | Bryant Bright Consulting LLC" (<https://www.bryantbright.com/about>).
3. Bryant, Z. A. (2021). *Brand Loyalty, Brand Trust, and Brand Image Influence on the Purchase of Counterfeit Goods* (Doctoral dissertation, Capella University).
4. Bryant, Z. A. (2022). Brand loyalty, brand trust, and brand image influence on the purchase of counterfeit goods. *Dissertation Abstracts International Section A: Humanities and Social Sciences*, No-Pagination.
5. *The Amazing Adventures of Queenie (Rhyming Picture Book About Adventures of Dog for ages 3-8)*. Dr. Zenovia Bryant-Bright. ISBN 9781365822032.
6. *SPIRITUAL AWAKENING: A Spiritual Journey Guided By God And The Universe*. Dr. Zenovia Bryant. ISBN 979-8771113357.
7. *Twin Flame Marathon*. Dr. Zenovia Bryant. ISBN 979-8421950110.
8. *The Texas Country Gurl CookBook: Cast Iron Skillet Cooking for Over 100 Years*. Dr. Zenovia Bryant. ISBN 979-8442511352.

External links

Official Website – www.BryantBright.com (<https://www.BryantBright.com>)

Google Scholar:[1] (<https://scholar.google.com/citations?user=ZDZIXyoAAAAJ&hl=en&oi=ao>)