

Exponent®
Engineering & Scientific Consulting

Hennessey Knoop, MBA

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Professional Profile

Hennessey Knoop leads Exponent's marketing initiatives, working to build awareness of Exponent's diverse engineering and scientific consulting services across numerous industries. She is passionate about increasing understanding of the tremendous variety of complex challenges that Exponent solves for its clients, ranging from AI applications to climate change-driven infrastructure threats to establishing the safety of next-gen medical devices and electronics.

Ms. Knoop is dedicated to strategically building the Exponent brand by leveraging relationships with leading engineering and scientific organizations and sharing Exponent's diverse knowledge with industry leaders, academia, and peers in the advancement of a safer, healthier, and more sustainable future.

With over two decades of marketing experience, Ms. Knoop is proud to champion Exponent, a company that values scientific excellence and rigor, collaboration, and unrivaled curiosity. She leads the development and distribution of Exponent's cutting-edge research and analysis across multiple channels — from Exponent's website to social media to print publications to diverse industry events.

Academic Credentials & Professional Honors

M.B.A., Marketing, Wharton School of Business, 2024

B.S., Near Eastern Studies and Political Economy of Industrial Societies, University of California, Berkeley, 1993

Fulbright Grant

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