

Finding Aid to The HistoryMakers® Video Oral History with Joyce Roche

Overview of the Collection

Repository:	The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616 info@thehistorymakers.com www.thehistorymakers.com
Creator:	Roche, Joyce M.
Title:	The HistoryMakers® Video Oral History Interview with Joyce Roche,
Dates:	February 7, 2017
Bulk Dates:	2017
Physical Description:	7 uncompressed MOV digital video files (3:24:45).
Abstract:	Marketing executive and nonprofit executive Joyce M. Roché (1947 -) was president and COO of Carson Products, and founded Girls Incorporated in 2000, and served as its president and CEO until she retired in 2010. Roché was interviewed by The HistoryMakers® on February 7, 2017, in Savannah, Georgia. This collection is comprised of the original video footage of the interview.
Identification:	A2017_023
Language:	The interview and records are in English.

Biographical Note by The HistoryMakers®

Marketing executive and nonprofit executive Joyce Roche was born on March 16, 1947 in Iberville, Louisiana to Julia Showers Roche and John Roche. Roche attended McDough 35 High School in New Orleans, Louisiana, and graduated in 1965. In 1970, she earned her B.A. degree in math education from Dillard University in New Orleans, Louisiana. Roche went on to earn her M.B.A. degree in marketing from Columbia University in New York, New York in 1972. Following her graduation from Columbia University, Roche began working as a manager of merchandising at Avon Products, Inc. In 1978, she left Avon to work as the director of marketing at Revlon, Inc. She returned to Avon in 1981, and served as the first female African American Vice President at Avon and its first Vice President of Global Marketing. Roche went on to work at Carson Products, Inc. in 1995. At Carson Products she served as executive vice president of marketing, and was then promoted to president and chief operations officer. She then began working as an independent marketing consultant in 1999; and, in 2000, Roche became the president and chief executive officer of Girls, Incorporated.

Roche also served on numerous corporate boards, including AT&T and Tupperware Brands Corporation and she later joined the boards of Anheuser-Busch Companies, Macy's Inc. and Dr. Pepper Snapple Group.

In 2013, Roche published a business memoir, titled *The Empress Has No Clothes: Conquering Self-Doubt to Embrace Success*. Roche was the recipient of the Business Achievement Award from the Black Retail Action Group in 1986, the Legacy Award from Black Career Women in 1997, the Distinguished Community Leadership Award from Bronx Community College in 2005, and the Presidential Medal of Honor from Dillard University in 2015, among many others. She has also been named one of the "21 Women of Power and Influence in Corporate America" by *Black Enterprise* magazine in 1991, one of the "Top 50 Women in Business" by *Business Week* magazine in 1992, and one of the "40 Most Powerful Executives" by *Black Enterprise* magazine in 1994. Roche has also received honorary doctorates from Dillard University, North Adams State College, Bryant University, Mercy College, and Old Dominion University.

Joyce Roche was interviewed by *The HistoryMakers* on February 7, 2017.

Scope and Content

This life oral history interview with Joyce Roche was conducted by Denise Gines on February 7, 2017, in Savannah, Georgia, and was recorded on 7 uncompressed MOV digital video files. Marketing executive and nonprofit executive Joyce M. Roché (1947 -) was president and COO of Carson Products, and founded Girls Incorporated in 2000, and served as its president and CEO until she retired in 2010.

Restrictions

Restrictions on Access

Restrictions may be applied on a case-by-case basis at the discretion of The HistoryMakers®.

Restrictions on Use

All use of materials and use credits must be pre-approved by The HistoryMakers®. Appropriate credit must be given. Copyright is held by The HistoryMakers®.

Related Material

Information about the administrative functions involved in scheduling, researching, and producing the interview, as well as correspondence with the interview subject is stored electronically both on The HistoryMakers® server and in two databases maintained by The HistoryMakers®, though this information is not included in this finding aid.

Controlled Access Terms

This interview collection is indexed under the following controlled access subject terms.

Persons:

Roche, Joyce M.

Gines, Denise (Interviewer)

Hickey, Matthew (Videographer)

Subjects:

African Americans--Interviews

Roche, Joyce M.--Interviews

Organizations:

HistoryMakers® (Video oral history collection)

The HistoryMakers® African American Video Oral History Collection

Occupations:

Marketing Executive

Nonprofit Executive

HistoryMakers® Category:

BusinessMakers

Administrative Information

Custodial History

Interview footage was recorded by The HistoryMakers®. All rights to the interview have been transferred to The HistoryMakers® by the interview subject through a signed interview release form. Signed interview release forms have been deposited with Jenner & Block, LLP, Chicago.

Preferred Citation

The HistoryMakers® Video Oral History Interview with Joyce Roche, February 7, 2017. The HistoryMakers® African American Video Oral History Collection, 1900 S. Michigan Avenue, Chicago, Illinois.

Processing Information

This interview collection was processed and encoded on 5/30/2023 by The HistoryMakers® staff. The finding aid was created adhering to the following standards: DACS, AACR2, and the Oral History Cataloging Manual (Matters 1995).

Other Finding Aid

A Microsoft Access contact database and a FileMaker Pro tracking database, both maintained by The HistoryMakers®, keep track of the administrative functions involved in scheduling, researching, and producing the interview.

Detailed Description of the Collection

Series I: Original Interview Footage

Video Oral History Interview with Joyce Roche, Section A2017_023_001_001, TRT: 1:29:07 ?

Video Oral History Interview with Joyce Roche, Section A2017_023_001_002, TRT: 2:29:40 ?

Video Oral History Interview with Joyce Roche, Section A2017_023_001_003, TRT: 3:29:21 ?

Video Oral History Interview with Joyce Roche, Section A2017_023_001_004, TRT: 4:30:13 ?

Video Oral History Interview with Joyce Roche, Section A2017_023_001_005, TRT: 5:31:01 ?

Video Oral History Interview with Joyce Roche, Section A2017_023_001_006, TRT: 6:29:57 ?

Video Oral History Interview with Joyce Roche, Section A2017_023_001_007, TRT: 7:25:26 ?

Video Oral History Interview with Joyce Roche, Section A2017_023_Roche_Joyce_06_MED_001, TRT: 0:03:34 ?

In honor of BusinessMakers: Breakout Leaders July, we salute marketing and nonprofit executive Joyce Roché, who speaks about her experience in Corporate America.