

# Finding Aid to The HistoryMakers® Video Oral History with Brenda Lauderback

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## Overview of the Collection

<b>Repository:</b>	The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616 info@thehistorymakers.com www.thehistorymakers.com
<b>Creator:</b>	Lauderback, Brenda, 1950-
<b>Title:</b>	The HistoryMakers® Video Oral History Interview with Brenda Lauderback,
<b>Dates:</b>	August 11, 2018
<b>Bulk Dates:</b>	2018
<b>Physical Description:</b>	8 uncompressed MOV digital video files (3:59:09).
<b>Abstract:</b>	Corporate executive Brenda Lauderback (1950 - ) served as the president of the wholesale and retail group of Nine West Group, Inc. from 1995 to 1998. She was later named as the chairperson of the Denny's Corporation board in 2016. Lauderback was interviewed by The HistoryMakers® on August 11, 2018, in Martha's Vineyard, Massachusetts. This collection is comprised of the original video footage of the interview.
<b>Identification:</b>	A2018_148
<b>Language:</b>	The interview and records are in English.

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## Biographical Note by The HistoryMakers®

Corporate executive Brenda Lauderback was born on April 25, 1950 in Pittsburgh, Pennsylvania. She earned her B.S. degree in marketing from Robert Morris University and then entered a retail training program at Pittsburgh's Gimbels department store. Where she quickly rose to a buyers in the children's division.

In 1975, she moved to Minneapolis, Minnesota where she became a buyer for the Dayton Hudson Department Store Company's women's apparel division. After five years, Lauderback was promoted to divisional merchandise manager of the intimate apparel division for Dayton's department stores. Lauderback was quickly promoted to vice president and general manager of the shoes, cosmetics, accessories, intimate apparel and children's divisions in 1982. She was the first African American and youngest woman to assume this role in the company. Lauderback remained with the Dayton Hudson Corporation until 1993 when the United States Shoe Corporation hired her as the president of its footwear wholesale division. In this role, Lauderback managed sales, design and distribution of the US Shoe brands as well as oversaw the company's offices in China, Italy, Spain and the manufacturing plants in the United States. When US Shoe sold its footwear division to Nine West Group, Inc in 1995, Lauderback became the president of the wholesale and retail group of Nine West where she was responsible for ten brands including Easy Spirit, Evan-Picone and Almalfi. Lauderback retired from Nine West in 1998.

Lauderback has served on numerous corporate boards including Irwin Financial Corporation, Big Lots Corporation, Jostens, Louisiana Pacific Corporation, Sleep Number Corporation, Wolverine World Wide, Inc and Denny's Corporation. In 2016, she was named as the board chair of Denny's, Inc. Lauderback has also served on the board of nonprofit organizations like Susan G Komen for the Cure, the South Carolina Aquarium and as a member of the Committee of 200; and in 2017 she was named to the National Association of Corporate Directors' Directorship 100 list. Lauderback has been recognized in Ebony, Jet, Essence, Black Enterprise, Forbes and Savoy magazines.

Lauderback and her husband, Dr. Boyd Wright, have two children Phallon Wright and Adam Wright.

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## Scope and Content

This life oral history interview with Brenda Lauderback was conducted by Julieanna L. Richardson on August 11, 2018, in Martha's Vineyard, Massachusetts, and was recorded on 8 uncompressed MOV digital video files. Corporate executive Brenda Lauderback (1950 - ) served as the president of the wholesale and retail group of Nine West Group, Inc. from 1995 to 1998. She was later named as the chairperson of the Denny's Corporation board in 2016.

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## 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®.

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## 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.

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## Controlled Access Terms

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

### Persons:

Lauderback, Brenda, 1950-

Richardson, Julieanna L. (Interviewer)

Hickey, Matthew (Videographer)

### Subjects:

African Americans--Interviews

Lauderback, Brenda, 1950- --Interviews

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## Organizations:

## HistoryMakers® (Video oral history collection)

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### The HistoryMakers® African American Video Oral History Collection

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## Occupations:

Corporate Executive

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## HistoryMakers® Category:

BusinessMakers

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## 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 Brenda Lauderback, August 11, 2018. 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).

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## 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.

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## Detailed Description of the Collection

### Series I: Original Interview Footage

Video Oral History Interview with Brenda Lauderback, Section A2018\_148\_001\_001, TRT: 1:58:39 ?

Video Oral History Interview with Brenda Lauderback, Section A2018\_148\_001\_002, TRT: 2:27:34 ?

Video Oral History Interview with Brenda Lauderback, Section A2018\_148\_001\_003, TRT:  
3:28:49 ?

Video Oral History Interview with Brenda Lauderback, Section A2018\_148\_001\_004, TRT:  
4:29:44 ?

Video Oral History Interview with Brenda Lauderback, Section A2018\_148\_001\_005, TRT:  
5:28:24 ?

Video Oral History Interview with Brenda Lauderback, Section A2018\_148\_001\_006, TRT:  
6:30:41 ?

Video Oral History Interview with Brenda Lauderback, Section A2018\_148\_001\_007, TRT:  
7:32:26 ?

Video Oral History Interview with Brenda Lauderback, Section A2018\_148\_001\_008, TRT:  
8:02:52 ?