

# Biographical Description for The HistoryMakers® Video Oral History with Genelle Trader

PERSON

Trader, Genelle, 1952-

**Alternative Names:** Genelle Trader;

**Life Dates:** February 21, 1952-

**Place of Birth:** Wilmington, Delaware, USA

**Residence:** Wilmington, Delaware

**Occupations:** Corporate Executive

## Biographical Note

Corporate executive Genelle Trader was born on February 21, 1952 in Wilmington, Delaware to Marion Bishop Trader and Purnell Trader. She graduated from Tower Hill School, where she was the first African American student to attend the school. Trader went on to receive her B.S. degree in mathematics, cum laude, from Tufts University in Medford, Massachusetts and her M.S. degree in management with an emphasis in management information systems and finance from the Massachusetts Institute of Technology Sloan School of Management in 1980.

From 1980 to 1982, Trader worked as a marketing representative at the International Business Machines Corporation (IBM). In 1982, she became a senior product manager at Wang Laboratories, where she managed the company's line of minicomputers and one of the industry's first voice mail servers. After a brief stint as the product area manager at Computer Sciences Corporation in 1985, Trader was hired as the director of portable systems at AST Research Inc. in Irvine, California, where she led the launch of the company's first notebook computer in 1989. Then, in 1992, Trader became the vice president of marketing at Everex Systems, where she led the restructuring of the company's marketing organization. In 1993, Trader was recruited by SunExpress President Dorothy Terrell to become the senior director of marketing for SunExpress. During her ten years at Sun Microsystems, Trader also led the company's Workstation Products Marketing Group, and a key Internet corporate initiative. In 2002, Trader left Sun Microsystems and subsequently found her own consultant and executive coaching firm, Strategic Business Coaching Group, based in Wilmington, Delaware. Trader coaches executives at Fortune 500 corporations and nonprofits. Since 2010, Trader also works with First Cap Advisors, as a consultant.

Trader has served on the board of trustees of the National Park Foundation's African

American Experience Fund; on the board of directors at The HistoryMakers; and as the strategic planning co-chair of both the Potomac, Virginia Chapter and Wilmington, Delaware chapters of The Links, Incorporated. She also served on the board of directors of the Serviam Girls Academy in New Castle, Delaware.

Genelle Trader was interviewed by The HistoryMakers on August 13, 2018.

## Related Entries

**Tufts University** [STUDENTOF]  
[from ? to ?]

**Massachusetts Institute of Technology** [STUDENTOF]  
[from ? to ?]

**IBM** [EMPLOYEEOF]  
[from 1980 to 1982]

**Marketing Representative**

**Wang Laboratories** [EMPLOYEEOF]  
[from 1982 to 1985]

**Sr. Product Manager**

**Computer Sciences Corporation** [EMPLOYEEOF]  
[from 1985 to 1986]

**Product Area Manager**

**AST Computers** [EMPLOYEEOF]  
[from 1986 to 1992]

**Director**

**Everex Systems** [EMPLOYEEOF]  
[from 1992 to 1993]

**VP of Marketing**

**Sun Microsystems** [EMPLOYEEOF]  
[from 1993 to 2002]

**Sr. Director**

**Strategic Business Coaching Group** [EMPLOYEEOF]  
[from 2002 to ?]

**Founder**

**First Cap Advisors** [EMPLOYEEOF]  
[from 2010 to ?]

**Consultant**

**African American Experience Fund** [MEMBEROF]  
[from ? to ?]

**Board of Trustees**

**The HistoryMakers** [MEMBEROf]  
[from ? to ?]

**Board of Directors**

**Potomac Chapter of The Links, Inc.** [MEMBEROf]  
[from ? to ?]

**Member**

**Wilmington Chapter of The Links, Inc.** [MEMBEROf]  
[from ? to ?]

**Member**

**Serviam School** [MEMBEROf]  
[from ? to ?]

**Board of Directors**