

Finding Aid to The HistoryMakers® Video Oral History with Genelle Trader

Overview of the Collection

Repository:	The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616 info@thehistorymakers.com www.thehistorymakers.com
Creator:	Trader, Genelle, 1952-
Title:	The HistoryMakers® Video Oral History Interview with Genelle Trader,
Dates:	August 13, 2018
Bulk Dates:	2018
Physical Description:	6 uncompressed MOV digital video files (2:45:36).
Abstract:	Corporate executive Genelle Trader (1952 -) served as the senior director of marketing at Sun Microsystems, Inc. for ten years, and founded Strategic Business Coaching Group, a consultant firm based in Wilmington, Delaware. Trader was interviewed by The HistoryMakers® on August 13, 2018, in Martha's Vineyard, Massachusetts. This collection is comprised of the original video footage of the interview.
Identification:	A2018_153
Language:	The interview and records are in English.

Biographical Note by The HistoryMakers®

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.

Scope and Content

This life oral history interview with Genelle Trader was conducted by Larry Crowe on August 13, 2018, in Martha's Vineyard, Massachusetts, and was recorded on 6 uncompressed MOV digital video files. Corporate executive Genelle Trader (1952 -) served as the senior director of marketing at Sun Microsystems, Inc. for ten years, and founded Strategic Business Coaching Group, a consultant firm based in Wilmington, Delaware.

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:

Trader, Genelle, 1952-

Crowe, Larry (Interviewer)

Hickey, Matthew (Videographer)

Subjects:

African Americans--Interviews

Trader, Genelle, 1952- --Interviews

Organizations:

HistoryMakers® (Video oral history collection)

The HistoryMakers® African American Video Oral History Collection

Occupations:

Corporate 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 Genelle Trader, August 13, 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).

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 Genelle Trader, Section A2018_153_001_001, TRT: 1:28:16 ?

Video Oral History Interview with Genelle Trader, Section A2018_153_001_002, TRT: 2:29:44 ?

Video Oral History Interview with Genelle Trader, Section A2018_153_001_003, TRT: 3:29:38 ?

Video Oral History Interview with Genelle Trader, Section A2018_153_001_004, TRT: 4:29:13 ?

Video Oral History Interview with Genelle Trader, Section A2018_153_001_005, TRT: 5:29:59 ?

Video Oral History Interview with Genelle Trader, Section A2018_153_001_006, TRT: 6:18:46 ?