

Finding Aid to The HistoryMakers® Video Oral History with Priscilla Sims Brown

Overview of the Collection

Repository:	The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616 info@thehistorymakers.com www.thehistorymakers.com
Creator:	Brown, Priscilla Sims, 1957-
Title:	The HistoryMakers® Video Oral History Interview with Priscilla Sims Brown,
Dates:	August 22, 2018
Bulk Dates:	2018
Physical Description:	8 uncompressed MOV digital video files (3:27:59).
Abstract:	Corporate executive Priscilla Sims Brown (1957 -) served as chief marketing and brand officer for Lincoln National Corporation and was senior executive vice president and chief marketing officer for AVA U.S. Brown was interviewed by The HistoryMakers® on August 22, 2018, in Martha's Vineyard, Massachusetts. This collection is comprised of the original video footage of the interview.
Identification:	A2018_174
Language:	The interview and records are in English.

Biographical Note by The HistoryMakers®

Corporate executive Priscilla Sims Brown was born on August 14, 1957 in Albuquerque, New Mexico to Marta Gabre-Tsadick. Her mother was the first woman to serve as a senator in Ethiopia until her family was forced to flee the country after the overthrow of Emperor Haile Selassie. Brown was later adopted and reared by Hattie Sims Roberts and attended the U.S. International School in Birkenfeld, Germany; Navajo High School in Many Farms, Arizona; and Richmond High School in Richmond, California. She went on to attend the University of California, Berkeley and San Francisco State University.

In 1980, Brown worked as an intern and then business reporter at KQED-TV in San Francisco. After briefly working as a stockbroker at Sutro and Co. and PaineWebber and Company, Brown joined the staff of the Equitable Life Assurance Society in Northbrook, Illinois in 1986. She remained there until 1991 when she became the vice president of Lincoln National Investment Management, a subsidiary of Lincoln National Corporation. Brown was promoted to chairperson of the Lincoln Advisor Funds in 1992 and then president of their broker dealer in 1994. In 1999, she was named vice president of the company's investor relations group. Brown served as vice president of corporate and public affairs at the Lincoln Financial Group from 2003 to 2006 until her appointment as chief marketing and brand officer of the entire company. She raised the company's consumer awareness, led the integration of key acquisitions and managed the company's partnership with Lincoln Financial Field, the home of the Eagles. Brown left Lincoln Financial Group in 2009 to become the head of marketing at Sun Life Financial. There, she secured naming rights to Sun Life Stadium. After briefly serving as the chief marketing and development officer at AmeriHealth Caritas, Brown became the senior executive vice president and chief marketing officer for AXA US in New York City in 2014. She left AXA US in 2016 to pursue philanthropy and entrepreneurship and become the CEO of Emerge.me in 2017.

Brown serves on the board of directors for her family's nonprofit organization, Project Mercy, which provides comprehensive development in Ethiopia. She also serves on the board of directors of the Eagles Charities in

Philadelphia, Pennsylvania; and the Board of Trustees of the Philadelphia Museum of Art and the TIAA. Brown is a member of the International Women's Forum and Executive Leadership Council. Brown has received several awards and honors for her work including the CMO Content Engagement Award in 2017.

Brown has two children, Cole and Faith.

Priscilla Sims Brown was interviewed by *The HistoryMakers* on August 22, 2018.

Scope and Content

This life oral history interview with Priscilla Sims Brown was conducted by Harriette Cole on August 22, 2018, in Martha's Vineyard, Massachusetts, and was recorded on 8 uncompressed MOV digital video files. Corporate executive Priscilla Sims Brown (1957 -) served as chief marketing and brand officer for Lincoln National Corporation and was senior executive vice president and chief marketing officer for AVA U.S.

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:

Brown, Priscilla Sims, 1957-

Cole, Harriette (Interviewer)

Stearns, Scott (Videographer)

Subjects:

African Americans--Interviews

Brown, Priscilla Sims, 1957- --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 Priscilla Sims Brown, August 22, 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 Priscilla Sims Brown, Section A2018_174_001_001, TRT: 1:27:04 ?

Video Oral History Interview with Priscilla Sims Brown, Section A2018_174_001_002, TRT: 2:28:06 ?

Video Oral History Interview with Priscilla Sims Brown, Section A2018_174_001_003, TRT: 3:28:58 ?

Video Oral History Interview with Priscilla Sims Brown, Section A2018_174_001_004, TRT: 4:29:14 ?

Video Oral History Interview with Priscilla Sims Brown, Section A2018_174_001_005, TRT: 5:28:12 ?

Video Oral History Interview with Priscilla Sims Brown, Section A2018_174_001_006, TRT: 6:28:31 ?

Video Oral History Interview with Priscilla Sims Brown, Section A2018_174_001_007, TRT: 7:29:45 ?

Video Oral History Interview with Priscilla Sims Brown, Section A2018_174_001_008, TRT: 8:08:09 ?

Video Oral History Interview with Priscilla Sims Brown, Section A2018_174_Brown_Priscilla_06_MED_001, TRT: 0:02:05 ?

In honor of BusinessMakers: Breakout Leaders, we salute insurance and banking executive Priscilla (Yemi) Sims Brown, who speaks about her mother and mentor, Marta Gabre-Tsadick, founder of Project Mercy, an Ethiopian humanitarian relief organization.