

Finding Aid to The HistoryMakers® Video Oral History with Mark Tatum

Overview of the Collection

Repository:	The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616 info@thehistorymakers.com www.thehistorymakers.com
Creator:	Tatum, Mark, 1969-
Title:	The HistoryMakers® Video Oral History Interview with Mark Tatum,
Dates:	August 16, 2019
Bulk Dates:	2019
Physical Description:	8 uncompressed MOV digital video files (3:43:05).
Abstract:	Sports executive Mark Tatum (1969-) served as deputy commissioner and chief operating officer of the National Basketball Association, making him the highest-ranking executive of color in a professional sports league. Tatum was interviewed by The HistoryMakers® on August 16, 2019, in Martha's Vineyard, Massachusetts. This collection is comprised of the original video footage of the interview.
Identification:	A2019_072
Language:	The interview and records are in English.

Biographical Note by The HistoryMakers®

Sports executive Mark Tatum was born on October 22, 1969 in Vung Tau, Vietnam to Kim and Charlie Tatum. Tatum grew up in New York's East Flatbush neighborhood. In 1987, Tatum graduated from Brooklyn Technical High School, where he led the baseball team to the New York City public school championship at Yankee Stadium in 1984. In 1991, he received his B.S. degree in business management and marketing from Cornell University. Tatum went on to receive his M.B.A. degree in 1998 from Harvard Business School.

In 1991, Tatum was hired by Procter & Gamble as a corporate account executive and was later promoted to corporate account executive. In 1995, he joined the Clorox Company, where he served as a regional sales manager and oversaw the company's \$100 million northeast sales territory. After graduating from Harvard Business School Tatum joined Major League Baseball's department of corporate sponsorships in 1998. A year later, Tatum was hired by the National Basketball Association (NBA) as director of marketing partnerships. In 2009, Tatum served as executive vice president of global marketing partnerships at the National Basketball Association, where he managed corporate sponsorships for companies such as American Express, Anheuser-Bush Inc., and Kia Motors. In 2014, he was appointed deputy commissioner and chief operating officer of the National Basketball Association and became the highest-ranking executive of color in a professional sports league. As deputy commissioner, Tatum is responsible for the NBA's technology advancements, launched the Basketball Africa League, and developed programs in China and India.

Tatum is a member of the Executive Leadership Council, and sits on the boards of USA Basketball, the International Basketball Federation (FIBA), the Naismith Memorial Basketball Hall of Fame, LA 2028 Summer Olympics, and the Harvard Business School Board of Dean's Advisors. He is chair of the Harvard Business School Club of New York and member of the board of directors for The Partnership for Drug-Free Kids.

In 2006, 2007, and 2008, Tatum received the Forty Under 40 Award from Sports Business Journal, making him a

member of the publication's Forty Under 40 Hall of Fame. In 2014 and 2015, Tatum was named to the list of the 50 Most Influential People in Sports Business by Sports Business Journal. In 2016, Tatum was named to Forbes' list of the Top 25 Most Influential Minorities in Sports.

Tatum and his wife, Lisa Skeete Tatum, have two sons: Tai and Kylan.

Mark Tatum was interviewed by *The HistoryMakers* on August 16, 2019.

Scope and Content

This life oral history interview with Mark Tatum was conducted by Larry Crowe on August 16, 2019, in Martha's Vineyard, Massachusetts, and was recorded on 8 uncompressed MOV digital video files. Sports executive Mark Tatum (1969-) served as deputy commissioner and chief operating officer of the National Basketball Association, making him the highest-ranking executive of color in a professional sports league.

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:

Tatum, Mark, 1969-

Crowe, Larry (Interviewer)

Hickey, Matthew (Videographer)

Subjects:

African Americans--Interviews

Tatum, Mark, 1969---Interviews

Organizations:

HistoryMakers® (Video oral history collection)

The HistoryMakers® African American Video Oral History Collection

Occupations:

Sports Executive

HistoryMakers® Category:

SportsMakers

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 Mark Tatum, August 16, 2019. 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 Mark Tatum, Section A2019_072_001_001, TRT: 1:28:32 ?

Video Oral History Interview with Mark Tatum, Section A2019_072_001_002, TRT: 2:30:07 ?

Video Oral History Interview with Mark Tatum, Section A2019_072_001_003, TRT: 3:28:10 ?

Video Oral History Interview with Mark Tatum, Section A2019_072_001_004, TRT: 4:29:17 ?

Video Oral History Interview with Mark Tatum, Section A2019_072_001_005, TRT: 5:29:41 ?

Video Oral History Interview with Mark Tatum, Section A2019_072_001_006, TRT: 6:29:19 ?

Video Oral History Interview with Mark Tatum, Section A2019_072_001_007, TRT: 7:28:41 ?

Video Oral History Interview with Mark Tatum, Section A2019_072_001_008, TRT: 8:19:18 ?