

Finding Aid to The HistoryMakers® Video Oral History with Richelle Parham

Overview of the Collection

Repository:	The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616 info@thehistorymakers.com www.thehistorymakers.com
Creator:	Parham, Richelle, 1967-
Title:	The HistoryMakers® Video Oral History Interview with Richelle Parham,
Dates:	August 20, 2019
Bulk Dates:	2019
Physical Description:	8 uncompressed MOV digital video files (3:42:07).
Abstract:	Marketing executive Richelle Parham (1967-) worked in the marketing department of Digitas for thirteen years before becoming chief marketing officer of eBay. Parham was interviewed by The HistoryMakers® on August 20, 2019, in Martha's Vineyard, Massachusetts. This collection is comprised of the original video footage of the interview.
Identification:	A2019_080
Language:	The interview and records are in English.

Biographical Note by The HistoryMakers®

Marketing executive Richelle Parham was born on November 8, 1967 in Baltimore, Maryland. After graduating from Bryn Mawr School for Girls in 1986, Parham received her B.S. degree in both marketing and design and merchandising from Drexel University in Philadelphia, Pennsylvania in 1991.

While attending Drexel University, Parham interned with fashion brand Valentino, serving as an assistant to the national sales manager. Upon graduation, she was hired by Citibank to work as an account manager. She left Citibank in 1994 when she joined the marketing agency, Digitas, as an account manager, handling clients such as AT&T Wireless and American Express. In 2004, she was promoted to vice president and general manager of Digitas' digital and direct marketing shop's Chicago office, where she built the websites of companies like Motorola, IBM, and AT&T Wireless, and pioneered banner campaigns, email marketing, and affiliate networking. From 2007 to 2008, Parham worked for Rapp Collins Worldwide as vice president of strategy and enablement, working with corporations such as AIG and Apple. Visa hired Parham in 2008 to serve as head of global marketing services; and, in May 2010, she was promoted to head of global marketing innovations and initiatives. In October 2010, Parham left Visa and joined eBay as chief marketing officer where she oversaw all of eBay's marketing operations and launched eBay Now, a same-day shipping service. Parham remained at eBay until its split with PayPal and subsequent restructuring in March, 2015. She joined the growth capital investment group, Camden Partners, in 2016, serving as a general partner focused on investments in global consumer companies in their growth stages.

Parham was made executive chair of the board of directors for the oral care product company, Shyn, in 2018. She has also served on the boards of mass media company, Scripps Network Interactive; technology nonprofit, Girls Who Code; Drexel University; clinical laboratory network, LabCorp; Best Buy; e.l.f. Cosmetics; and oral care product company, Ranir.

She has also received numerous awards for her work in the marketing industry, including the 2012 Women of Influence Award presented by the *Silicon Valley / San Jose Business Journal*, 2011 Top Executives in Marketing and Advertising ranked by *Black Enterprise*, and induction into the Direct Marketing News Marketing Hall of Femme in 2013. In 2014, *Forbes* listed Parham as one of the 50 most influential CMO's in the world, and in 2015, *Black Enterprise* named her amongst the 50 most powerful women in corporate America.

Parham is married to Sam Jones, and the two reside in Massachusetts.

Richelle Parham was interviewed by *The HistoryMakers* on August 20, 2019.

Scope and Content

This life oral history interview with Richelle Parham was conducted by Harriette Cole on August 20, 2019, in Martha's Vineyard, Massachusetts, and was recorded on 8 uncompressed MOV digital video files. Marketing executive Richelle Parham (1967-) worked in the marketing department of Digitas for thirteen years before becoming chief marketing officer of eBay.

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:

Parham, Richelle, 1967-

Cole, Harriette (Interviewer)

Stearns, Scott (Videographer)

Subjects:

African Americans--Interviews
Parham, Richelle, 1967---Interviews

Organizations:

HistoryMakers® (Video oral history collection)

The HistoryMakers® African American Video Oral History Collection

Occupations:

Marketing Chief 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 Richelle Parham, August 20, 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 Richelle Parham, Section A2019_080_001_001, TRT: 1:29:30 ?
- Video Oral History Interview with Richelle Parham, Section A2019_080_001_002, TRT: 2:28:39 ?
- Video Oral History Interview with Richelle Parham, Section A2019_080_001_003, TRT: 3:29:18 ?
- Video Oral History Interview with Richelle Parham, Section A2019_080_001_004, TRT: 4:29:11 ?
- Video Oral History Interview with Richelle Parham, Section A2019_080_001_005, TRT: 5:32:48 ?
- Video Oral History Interview with Richelle Parham, Section A2019_080_001_006, TRT: 6:29:04 ?
- Video Oral History Interview with Richelle Parham, Section A2019_080_001_007, TRT: 7:27:12 ?
- Video Oral History Interview with Richelle Parham, Section A2019_080_001_008, TRT: 8:16:25 ?