

Finding Aid to The HistoryMakers® Video Oral History with Orlando Ashford

Overview of the Collection

Repository:	The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616 info@thehistorymakers.com www.thehistorymakers.com
Creator:	Ashford, Orlando, 1968-
Title:	The HistoryMakers® Video Oral History Interview with Orlando Ashford,
Dates:	October 6, 2017
Bulk Dates:	2017
Physical Description:	7 uncompressed MOV digital video files (3:10:30).
Abstract:	Business chief executive Orlando Ashford (1968 -) Ashford was interviewed by The HistoryMakers® on October 6, 2017, in Seattle, Washington. This collection is comprised of the original video footage of the interview.
Identification:	A2017_178
Language:	The interview and records are in English.

Biographical Note by The HistoryMakers®

Business executive Orlando Ashford was born on September 14, 1968 in Bangor, Maine to Grace Ashford and Obie Ashford. Ashford attended Franklin High School. He received his B.S. degree in 1991 and M.S. degree in 1993 in organizational leadership and industrial technology from Purdue University in West Lafayette, Indiana.

In 1999, he served as principal and partner at Delta Consulting (now Oliver Wyman), an international management consulting firm in New York City. In 2004, Ashford served as vice president of Human Resources Strategy and Organizational Development at Motorola, Inc. in Schaumburg, Illinois. He received the 2004 CEO Award for Outstanding Performance for his contributions to the Motorola Inc.'s global human resource strategy and his work on transitioning the human resource department to an innovative self-service model. In 2005, Ashford was named vice president of Corporate Center Human Resources and Cultural Transformation at The Coca-Cola Company in Atlanta, Georgia, where he managed the human resources operations at the corporate center. In 2006, Ashford was named group director of human resources in Eurasia and Africa at The Coca-Cola Company in Istanbul, Turkey. In 2008, Ashford joined Marsh & McLennan Companies, Inc. as Senior Vice President, Chief Human Resources and Communications Officer, where he managed the areas of human resources operations, corporate communications, marketing and corporate social responsibility. In 2012, he transitioned to Mercer, LLC, a subsidiary of Marsh & McLennan, where he served as managing partner. Additionally, he served as president of the Talent Business at Mercer LLC and Mercer, Inc. Ashford also authored "Talentism: Unlocking The Power Of The New Human Ecosystem," which was published in 2014. That same year, Ashford was named president of Holland America Line, becoming the first African American president of a cruise line. In this role, he directed the operations for a fleet of fifteen cruise ships and managed eighteen thousand employees worldwide. He also oversaw the company's sales and marketing, revenue management, deployment and itinerary planning, public relations, hotel operations and strategy.

He serves on the advisory board of Purdue University School of Technology. In 2011, Ashford was elected to the board of directors of ITT, Inc. in 2016 he joined the board of the Seattle Chapter of the Positive Coaching Alliance, and in 2018 he joined the Virginia Mason board of directors and finished a two-year term as board chair for the

Executive Leadership Council (ELC).

Ashford and his wife, Samantha Ashford, have two sons, Orlando, Jr. and Jackson.

Orlando Ashford was interviewed by *The HistoryMakers* on October 6, 2017.

Scope and Content

This life oral history interview with Orlando Ashford was conducted by Larry Crowe on October 6, 2017, in Seattle, Washington, and was recorded on 7 uncompressed MOV digital video files. Business chief executive Orlando Ashford (1968 -)

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:

Ashford, Orlando, 1968-

Crowe, Larry (Interviewer)

Stearns, Scott (Videographer)

Subjects:

African Americans--Interviews

Ashford, Orlando, 1968- --Interviews

Organizations:

HistoryMakers® (Video oral history collection)

The HistoryMakers® African American Video Oral History Collection

Occupations:

Business 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 Orlando Ashford, October 6, 2017. 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 Orlando Ashford, Section A2017_178_001_001, TRT: 1:29:09 ?

Video Oral History Interview with Orlando Ashford, Section A2017_178_001_002, TRT: 2:28:29 ?

Video Oral History Interview with Orlando Ashford, Section A2017_178_001_003, TRT: 3:28:12 ?
Video Oral History Interview with Orlando Ashford, Section A2017_178_001_004, TRT: 4:28:25 ?
Video Oral History Interview with Orlando Ashford, Section A2017_178_001_005, TRT: 5:28:02 ?
Video Oral History Interview with Orlando Ashford, Section A2017_178_001_006, TRT: 6:29:30 ?
Video Oral History Interview with Orlando Ashford, Section A2017_178_001_007, TRT: 7:18:43 ?
Video Oral History Interview with Orlando Ashford, Section
A2017_178_Orlando_Ashford_06_MED_001, TRT: 0:03:45 ?

In honor of BusinessMakers: Breakout Leaders, we salute Orlando Ashford, the first African American president of a cruise line, who speaks about his career and his mentors.