

# Finding Aid to The HistoryMakers® Video Oral History with Bruce Gordon

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## Overview of the Collection

<b>Repository:</b>	The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616 info@thehistorymakers.com www.thehistorymakers.com
<b>Creator:</b>	Gordon, Bruce S. (Bruce Scott), 1946-
<b>Title:</b>	The HistoryMakers® Video Oral History Interview with Bruce Gordon,
<b>Dates:</b>	August 10, 2013
<b>Bulk Dates:</b>	2013
<b>Physical Description:</b>	10 uncompressed MOV digital video files (4:39:47).
<b>Abstract:</b>	Corporate executive Bruce Gordon (1946 - ) known as a key marketing executive at Bell Atlantic and GTE Communications – Verizon Communications. He also served as president of the NAACP from 2005 to 2007. Gordon was interviewed by The HistoryMakers® on August 10, 2013, in Washington, District of Columbia. This collection is comprised of the original video footage of the interview.
<b>Identification:</b>	A2013_214
<b>Language:</b>	The interview and records are in English.

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## Biographical Note by The HistoryMakers®

Corporate executive and civic leader Bruce Gordon was born on February 15, 1942 in Camden, New Jersey. His parents, Walter and Violet Gordon, were both educators. Gordon attended Gettysburg College in Gettysburg and graduated with his B.A. degree in 1968. He later enrolled in the Sloan Fellows Program at the Massachusetts Institute of Technology Sloan School of Management and graduated from there with his M.S. degree in management in 1988. He was awarded an honorary Doctorate degree from Gettysburg College in 2006.

In 1968, Gordon was hired by Bell of Pennsylvania. He also wrote a weekly column for a suburban Philadelphia paper, *Today's Post*. Gordon became a sales manager in Bell Atlantic's marketing department in 1972. By 1976, he was a management supervisor in marketing, and earned a promotion to divisional operations manager in 1981. From 1983 to 1985, Gordon's role involved oversight of the company's phone center stores. Following that position, he was promoted to general manager of marketing and sales, and then became vice president of marketing in 1988. After Bell Atlantic merged with GTE Communications in 2000, Gordon was promoted to president of the Retail Markets Group of the company then known as Verizon Communications. He retired after thirty-five years of service in 2003. Gordon was elected president of the NAACP in 2005, and served in that capacity until 2007. He has also served on a variety of boards, including CBS Corporation, Northrop Grumman Corp., and Tyco International Ltd. In September 2012, he became the chairman of the board of ADT Corporation.

In 1998, *Black Enterprise* magazine named Gordon as its "Executive of the Year;" and, in 2002, Gordon was ranked number six on *Fortune* Magazine's list of the "50 Most Powerful Black Executives." He was recognized as one of "100 Most Influential Black Americans and Organization Leaders" in *Ebony* Magazine in 2006. Gordon is married to his second wife, Tawana Tibbs, a former Verizon employee who serves as president of the Board of Trustees of Big Brothers Big Sisters of New York City. He has one son, Taurin, from his first marriage.

Bruce Scott Gordon was interviewed by *The HistoryMakers* on July 14, 2013.

## Scope and Content

This life oral history interview with Bruce Gordon was conducted by Larry Crowe on August 10, 2013, in Washington, District of Columbia, and was recorded on 10 uncompressed MOV digital video files. Corporate executive Bruce Gordon (1946 - ) known as a key marketing executive at Bell Atlantic and GTE Communications – Verizon Communications. He also served as president of the NAACP from 2005 to 2007.

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## 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®.

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## 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.

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## Controlled Access Terms

This interview collection is indexed under the following controlled access subject terms.

### Persons:

Gordon, Bruce S. (Bruce Scott), 1946-

Crowe, Larry (Interviewer)

Hickey, Matthew (Videographer)

### Subjects:

African Americans--Interviews

Gordon, Bruce S. (Bruce Scott), 1946- --Interviews

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## Organizations:

HistoryMakers® (Video oral history collection)

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## The HistoryMakers® African American Video Oral History Collection

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Verizon

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### Occupations:

Corporate Executive

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### HistoryMakers® Category:

BusinessMakers

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## 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 Bruce Gordon, August 10, 2013. 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).

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## 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.

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## Detailed Description of the Collection

### Series I: Original Interview Footage

Video Oral History Interview with Bruce Gordon, Section A2013\_214\_001\_001, TRT: 1:29:30 ?

Video Oral History Interview with Bruce Gordon, Section A2013\_214\_001\_002, TRT: 2:29:01 ?

Video Oral History Interview with Bruce Gordon, Section A2013\_214\_001\_003, TRT: 3:28:50 ?

Video Oral History Interview with Bruce Gordon, Section A2013\_214\_001\_004, TRT: 4:29:14 ?

- Video Oral History Interview with Bruce Gordon, Section A2013\_214\_001\_005, TRT: 5:29:57 ?
- Video Oral History Interview with Bruce Gordon, Section A2013\_214\_001\_006, TRT: 6:28:52 ?
- Video Oral History Interview with Bruce Gordon, Section A2013\_214\_001\_007, TRT: 7:30:43 ?
- Video Oral History Interview with Bruce Gordon, Section A2013\_214\_001\_008, TRT: 8:29:24 ?
- Video Oral History Interview with Bruce Gordon, Section A2013\_214\_001\_009, TRT: 9:30:57 ?
- Video Oral History Interview with Bruce Gordon, Section A2013\_214\_001\_010, TRT: 10:13:19 ?