

# Finding Aid to The HistoryMakers® Video Oral History with Ricki Fairley

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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>	Fairley, Ricki, 1956-
<b>Title:</b>	The HistoryMakers® Video Oral History Interview with Ricki Fairley,
<b>Dates:</b>	January 31, 2014
<b>Bulk Dates:</b>	2014
<b>Physical Description:</b>	7 uncompressed MOV digital video files (3:02:34).
<b>Abstract:</b>	Marketing executive Ricki Fairley (1956 - ) was the founder of DOVE Marketing Inc., and worked as a brand manager and senior marketing executive at top corporations for over thirty years. Fairley was interviewed by The HistoryMakers® on January 31, 2014, in Washington, District of Columbia. This collection is comprised of the original video footage of the interview.
<b>Identification:</b>	A2014_069
<b>Language:</b>	The interview and records are in English.

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## Biographical Note by The HistoryMakers®

Marketing executive Ricki Fairley was born on June 17, 1956 in Washington, D.C. to Wilma Holmes and Richard Fairley. She graduated from Dartmouth College in 1978 with her B.A. degree in English. She went on to receive her M.B.A. degree from Northwestern University's Kellogg School of Management in 1981.

Upon graduation, Fairley was hired as an associate brand manager for McNeil Consumer Products Company in Fort Washington, Pennsylvania. She then worked as an associate brand manager at Nabisco from 1984 to 1988, and as senior brand manager at Reckitt & Colman from 1989 until 1995. In 1995, Fairley was named vice president of marketing for the SEGA Channel, and from 1996 to 2000, she served as marketing director for The Coca-Cola Company. She then worked as vice president of marketing for Chupa Chups USA from 2000 to 2003, and as partner and strategist for PowerPact, LLC from 2003 to 2005. In 2005, Fairley was hired as partner and senior vice president of strategy and planning for IMAGES USA, and promoted to chief marketing officer and partner in 2009. In February of 2012, Fairley established DOVE Marketing Inc., where she serves as president.

Fairley is the president emeritus of the Black Alumni of Dartmouth Association, is a member of the Dartmouth Committee on Trustees, and serves as board chair of Kenny Leon's True Colors Theatre Company. Fairley has also served on the boards of the Latin American Association, Ne-Yo's Compound Foundation, and Move This World. She manages the relationship between the Links, Inc. and the White House Office of Public Engagement as a member of the National Women's Issues and Economic Empowerment Committee, and is a member of the Silver Spring, Maryland Chapter of the Links, Inc.

Fairley holds the Leadership Award from the Creative Thinking Association of America, was named a Top 100 Marketer by *Black Enterprise* magazine in February 2011, and is a member of the 2011 Class of Leadership Atlanta. She received the Association of National Advertisers (ANA) 2013 Multicultural Excellence Award for the African American radio advertising for the Obama for America campaign.

Fairley has two daughters, Amanda and Hayley; both are graduates of Dartmouth College.

Ricki Fairley was interviewed by *The HistoryMakers* on January 31, 2014.

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## Scope and Content

This life oral history interview with Ricki Fairley was conducted by Larry Crowe on January 31, 2014, in Washington, District of Columbia, and was recorded on 7 uncompressed MOV digital video files. Marketing executive Ricki Fairley (1956 - ) was the founder of DOVE Marketing Inc., and worked as a brand manager and senior marketing executive at top corporations for over thirty years.

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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:

Fairley, Ricki, 1956-

Crowe, Larry (Interviewer)

Hickey, Matthew (Videographer)

### Subjects:

African Americans--Interviews

Fairley, Ricki, 1956---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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## Occupations:

Marketing Executive

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## HistoryMakers® Category:

MediaMakers

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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 Ricki Fairley, January 31, 2014. 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 Ricki Fairley, Section A2014\_069\_001\_001, TRT: 1:28:42 ?

Ricki Fairley was born on June 17, 1956 in Washington, D.C. to Wilma King Holmes and Richard Fairley. Her paternal great-grandmother, Cora Wilkinson, was born in Charleston, South Carolina. Threatened by the Ku Klux Klan, her

family fled to Washington, D.C., where they lived next door to Frederick Douglass. Fairley's paternal grandmother, Gladys Wilkinson Fairley, graduated from Oberlin College, and became the superintendent of the District of Columbia Public Schools. She married Reverend Richmond Fairley, and gave birth to Fairley's father in 1933. He earned a degree from Dartmouth College, and became an educator in Washington, D.C. Fairley's mother, Wilma King Holmes, was also born in Washington, D.C. in 1933 to civil servant Edna T. King, who was born in Virginia, and entrepreneur Elton King, whose family were longtime residents of the city. Fairley's mother attended the Miner Teachers College, and became an educational administrator. Fairley's parents met in elementary school, and married in 1955.

Video Oral History Interview with Ricki Fairley, Section A2014\_069\_001\_002, TRT: 2:28:13 ?

Ricki Fairley began her education at Keene Elementary School in Washington, D.C. One year later, her family moved to Hempstead, New York. After two years there, they returned to Washington, D.C., and moved into her maternal grandparents' home. During that time, Fairley attended the St. Anthony Catholic School. Then, her family settled in Silver Spring, Maryland, where Fairley and her younger sister, Sharon Fairley, enrolled at the St. Michael the Archangel School. They also lived in California for one year while her parents earned their master's degrees from Stanford University. In 1970, Fairley entered the Academy of the Holy Cross, a Catholic high school for girls in Kensington, Maryland. Throughout this time, Fairley's father emphasized the importance of education. Fairley excelled academically, and graduated near the top of her high school class. From an early age, she enjoyed reading authors like Nikki Giovanni, F. Scott Fitzgerald and Richard Wright.

Video Oral History Interview with Ricki Fairley, Section A2014\_069\_001\_003, TRT: 3:29:36 ?

Ricki Fairley's father, Richard Fairley, emphasized the importance of an Ivy League education. In 1974, she enrolled at Dartmouth College in Hanover, New Hampshire, where she befriended Victoria Samuels-Stewart. Together, they led the school's black cheerleading team under the direction of Dean Joan Nelson. Fairley's father urged her to study medicine, and she decided to major in English while completing the pre-medical course requirements. During her junior year, her interests shifted to journalism and marketing. She completed her coursework in August of that year, and worked for U.S. Representative Daniel Akaka on Capitol Hill until her graduation in 1978. She was encouraged by Professor William Cook to consider attending Northwestern University in Evanston, Illinois, and enrolled at the university's Kellogg School of Management in 1979. Fairley interned at the McNeil Consumer Products Company in Philadelphia, Pennsylvania, and joined the firm as an associate brand manager upon graduating in 1981.

Video Oral History Interview with Ricki Fairley, Section A2014\_069\_001\_004, TRT: 4:30:18 ?

Ricki Fairley joined the McNeil Consumer Products Company in 1981, shortly before the Chicago Tylenol murders. The company responded to the events with a series of innovative marketing promotions to regain consumer trust. Fairley managed the campaigns for Children's Tylenol and CoTylenol, at a time when there were no female managers of the company's larger brands. In 1984, Fairley moved to New York to work for RJR Nabisco, Inc., where she managed brands like Life Savers and Bubble Yum. Defying the corporate culture of the time, Fairley continued pursuing her career after the birth of her first daughter, Amanda Brown, in 1985. In 1989, she transitioned to Reckitt and Coleman plc, a British manufacturer of household products, where she used profit and loss analysis to adapt the company's line production for big box retailers. Fairley's

second daughter, Hayley Brown, was born in 1992. She joined the Sega Channel in 1995, but left following the death of the company's founder, Stanley Thomas, Jr., in 1996.

Video Oral History Interview with Ricki Fairley, Section A2014\_069\_001\_005, TRT: 5:28:32 ?

Ricki Fairley joined The Coca-Cola Company in Atlanta, Georgia in 1996. With a budget of \$450 million, she was assigned to build a new marketing department entrusted with coordinating marketing and promotions across the company and its distributors. Based on the techniques of her mentor, Michael F. Vance, she also formed the department's Idea Works think tank, which was tasked with developing a three-year plan for the company's marketing strategy. Among Idea Works' proposals were Dasani Water and the Coke Cards promotion. Fairley also initiated Coca-Cola's partnership with the black media industry, including the Essence Music Festival and radio host Tom Joyner. In 2000, she left the company to work for Chupa Chups U.S.A., a Spanish lollipop manufacturer. Three years later, she joined the promotion agency PowerPact, LLC, where she marketed a Mueller's pasta product for low carb diets. In 2005, Fairley transitioned to the multicultural marketing firm IMAGES USA.

Video Oral History Interview with Ricki Fairley, Section A2014\_069\_001\_006, TRT: 6:28:11 ?

Ricki Fairley was a partner at IMAGES USA, where she worked with the Sara Lee Corporation to market Hillshire Farm sausages to black audiences. She built a partnership between the brand and radio host Steve Harvey, and secured Hillshire Farm's sponsorship of Harvey's Hoodie Awards program. In 2006, she began working on multicultural marketing for AARP, Inc. Then, in 2011, Fairley was diagnosed with triple negative breast cancer. She separated from her husband, and left IMAGES USA to form her own marketing company, DOVE Marketing Inc. Through her daughter, presidential staffer Amanda Brown, Fairley joined President Barack Obama's reelection campaign in 2012, and worked with David Axelrod to create the campaign's radio advertisements. Subsequently, her company worked on campaigns for the dance nonprofit Move This World, Inc. and Maryland state senator Verna Jones-Rodwell. Following her recovery from breast cancer, Fairley advocated for treatment and prevention with Tom Joyner, Steve Harvey and Essence magazine.

Video Oral History Interview with Ricki Fairley, Section A2014\_069\_001\_007, TRT: 7:09:02 ?

Ricki Fairley describes her hopes and concerns for the African American community. She talks about the professional organizations for black entrepreneurs, and concludes the interview by reflecting upon her legacy and how she would like to be remembered.