

Finding Aid to The HistoryMakers® Video Oral History with Frank Cooper, III

Overview of the Collection

Repository:	The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616 info@thehistorymakers.com www.thehistorymakers.com
Creator:	Cooper, Frank, 1964-
Title:	The HistoryMakers® Video Oral History Interview with Frank Cooper, III,
Dates:	March 28, 2019
Bulk Dates:	2019
Physical Description:	11 uncompressed MOV digital video files (5:26:36).
Abstract:	Marketing executive Frank Cooper III (1964 -) was senior vice president of business affairs at Def Jam Recordings and then senior executive for Tommy Boy Records before cofounding Urban Box Office Networks, Inc. in 1999. Cooper was interviewed by The HistoryMakers® on March 28, 2019, in New York, New York. This collection is comprised of the original video footage of the interview.
Identification:	A2019_025
Language:	The interview and records are in English.

Biographical Note by The HistoryMakers®

Marketing executive Frank Cooper, III was born on May 8, 1964 in San Francisco, California. He received his B.S. degree from the University of California, Berkeley in 1986 and his J.D. degree from Harvard Law School in 1990.

After graduation, Cooper joined Motown Records and later served as senior vice president of business affairs for Def Jam Recordings in 1993. He then became senior executive for Tommy Boy Records in 1996, before co-founding Urban Box Office Networks, Inc. in 1999. In 2001, Cooper served as vice president of interactive marketing at America Online, Inc., where he managed the music sales and marketing programs. Cooper later joined Pepsi-Cola North America (PCNA) as vice president for multicultural marketing and strategic initiatives. The following year, he was named chief marketing officer for PepsiCo's sparkling beverage division where he led the re-launch of trademark Pepsi. In 2010, he served as PepsiCo's chief marketing officer of global consumer engagement and was charged with leading brand marketing strategy, brand development, and brand activation for global platforms across all beverages, including SoBe and Aquafina. In addition to leading the development of the consumer engagement model, Cooper led global media, global entertainment and digital engagement. In 2013, under Cooper's direction, PepsiCo launched the record label-services division Green Label Sound. The following year, he served as executive producer of *Beats of the Beautiful Game*. In 2014, Cooper served as an independent director of Burlington Stores, Inc. and Burlington Coat Factory Investments Holdings, Inc. Later, in 2015, Cooper was hired as chief marketing officer and chief creative officer at BuzzFeed, Inc; and, in 2017, he became chief marketing officer at BlackRock, Inc.

Cooper won Gaming Partner of the Year by Mi-6 Gaming in 2007; and, in 2010, was recognized as one of Fast Company's 100 Most Creative People in Business. He also received the Legend Award at the ADCOLOR Awards. In 2014, Cooper was awarded the Raymond J. McGuire Harvard University Alumni Award for Distinguished Professional Achievement. Cooper also served as the chairman and director of the American Advertising Federation from 2009 to 2011.

Frank Cooper, III was interviewed by *The HistoryMakers* on March 28, 2019.

Scope and Content

This life oral history interview with Frank Cooper, III was conducted by Julieanna L. Richardson on March 28, 2019, in New York, New York, and was recorded on 11 uncompressed MOV digital video files. Marketing executive Frank Cooper III (1964 -) was senior vice president of business affairs at Def Jam Recordings and then senior executive for Tommy Boy Records before cofounding Urban Box Office Networks, Inc. in 1999.

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:

Cooper, Frank, 1964-

Richardson, Julieanna L. (Interviewer)

Hickey, Matthew (Videographer)

Subjects:

African Americans--Interviews

Cooper, Frank, 1964- --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 Frank Cooper, III, March 28, 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 Frank Cooper, III, Section A2019_025_001_001, TRT: 1:31:11
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Video Oral History Interview with Frank Cooper, III, Section A2019_025_001_002, TRT: 2:32:08
?

Video Oral History Interview with Frank Cooper, III, Section A2019_025_001_003, TRT: 3:29:35
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Video Oral History Interview with Frank Cooper, III, Section A2019_025_001_004, TRT: 4:31:29
?

Video Oral History Interview with Frank Cooper, III, Section A2019_025_001_005, TRT: 5:30:38
?

Video Oral History Interview with Frank Cooper, III, Section A2019_025_001_006, TRT: 6:29:56
?

Video Oral History Interview with Frank Cooper, III, Section A2019_025_001_007, TRT: 7:38:33
?

Video Oral History Interview with Frank Cooper, III, Section A2019_025_001_008, TRT: 8:28:09
?

Video Oral History Interview with Frank Cooper, III, Section A2019_025_001_009, TRT: 9:31:22
?

Video Oral History Interview with Frank Cooper, III, Section A2019_025_001_010, TRT: 10:31:07
?

Video Oral History Interview with Frank Cooper, III, Section A2019_025_001_011, TRT: 11:12:28
?

Video Oral History Interview with Frank Cooper, III, Section
A2019_025_Cooper_Frank_06_MED_001, TRT: 0:03:15 ?

In honor of BusinessMakers: Breakout Leaders July, we salute BlackRock Chief Marketing Officer Frank Cooper III, who speaks about how his career has taken him from law to music to business.