

Finding Aid to The HistoryMakers® Video Oral History with Ann Fudge

Overview of the Collection

Repository:	The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616 info@thehistorymakers.com www.thehistorymakers.com
Creator:	Fudge, Ann, 1951-
Title:	The HistoryMakers® Video Oral History Interview with Ann Fudge,
Dates:	June 18, 2019
Bulk Dates:	2019
Physical Description:	9 uncompressed MOV digital video files (4:29:24).
Abstract:	Chief executive officer Ann M. Fudge (1951 -) was part of the marketing team for Honey Nut Cheerios cereal and later served as president of Kraft Foods' Maxwell House coffee brand, becoming the first African American woman to head a major corporate division. Fudge was interviewed by The HistoryMakers® on June 18, 2019, in New York, New York. This collection is comprised of the original video footage of the interview.
Identification:	A2019_040
Language:	The interview and records are in English.

Biographical Note by The HistoryMakers®

Chief executive officer Ann M. Fudge was born on April 23, 1951, in Washington, D.C., to Malcolm and Bettye Lewis Brown. In 1973, she graduated from Simmons College in Boston, Massachusetts with her B.A. degree in management. She earned her M.B.A. degree from Harvard Business School in 1977.

After graduating from Simmons College, Fudge was hired in the human resources department of General Electric. She joined General Mills in Minnesota as a marketing assistant after she earned her M.B.A. degree, and was part of the marketing team around Honey Nut Cheerios cereal. In 1983, she was promoted to marketing director at General Mills; and, in 1986, Fudge accepted a position with Kraft Foods. Then, in 1994, Kraft Foods appointed Fudge the president of the Maxwell House coffee brand, making her the first African American woman to head a major corporate division. As president, she went on to run a successful campaign to rebrand Maxwell House. In 2001, one year after becoming president of Kraft's Beverages, Desserts, and Post division, Fudge retired from the company. After a two-year sabbatical, during which she deepened her involvement with the Boys and Girls Club of America, Fudge returned to the corporate world as the chairman and C.E.O. of Young & Rubicam Brands in 2003 as the head of its advertising network. She remained in this role until 2007.

Throughout her career, Fudge served on several organization's board of directors. She was a trustee of the Rockefeller Foundation, museum council member of the National Museum of African American History and Culture, director of Novartis, chair of the advisory panel of the Gates Foundation, vice-chairman of Unilever, chair of the board of trustees of WGBH Public Media, and a director of Northrup Grumman. In 2008, Fudge joined President Barack Obama's presidential campaign finance committee; and, in 2010, she became a member of the National Commission on Fiscal Responsibility and Reform. In 2011, she was inducted into the National Association of Corporate Directors Hall of Fame. Fudge has received achievement awards from *Ebony*, the Executive Leadership Council, and the Harvard Alumni Association. She was also inducted into the American

Academy of Arts and Sciences in 2019.

Fudge and her husband, Richard Fudge, Sr., live in Chestnut Hill, Massachusetts. They have two sons and five grandchildren.

Ann M. Fudge was interviewed by *The HistoryMakers* on June 18, 2019.

Scope and Content

This life oral history interview with Ann Fudge was conducted by Julieanna L. Richardson on June 18, 2019, in New York, New York, and was recorded on 9 uncompressed MOV digital video files. Chief executive officer Ann M. Fudge (1951 -) was part of the marketing team for Honey Nut Cheerios cereal and later served as president of Kraft Foods' Maxwell House coffee brand, becoming the first African American woman to head a major corporate division.

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:

Fudge, Ann, 1951-

Richardson, Julieanna L. (Interviewer)

Hickey, Matthew (Videographer)

Subjects:

African Americans--Interviews

Fudge, Ann, 1951---Interviews

Organizations:

HistoryMakers® (Video oral history collection)

The HistoryMakers® African American Video Oral History Collection

Occupations:

Chief Executive Officer

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 Ann Fudge, June 18, 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 Ann Fudge, Section A2019_040_001_001, TRT: 1:29:36 ?

Video Oral History Interview with Ann Fudge, Section A2019_040_001_002, TRT: 2:30:14 ?
Video Oral History Interview with Ann Fudge, Section A2019_040_001_003, TRT: 3:28:17 ?
Video Oral History Interview with Ann Fudge, Section A2019_040_001_004, TRT: 4:28:16 ?
Video Oral History Interview with Ann Fudge, Section A2019_040_001_005, TRT: 5:31:00 ?
Video Oral History Interview with Ann Fudge, Section A2019_040_001_006, TRT: 6:29:41 ?
Video Oral History Interview with Ann Fudge, Section A2019_040_001_007, TRT: 7:32:46 ?
Video Oral History Interview with Ann Fudge, Section A2019_040_001_008, TRT: 8:31:50 ?
Video Oral History Interview with Ann Fudge, Section A2019_040_001_009, TRT: 9:27:44 ?
Video Oral History Interview with Ann Fudge, Section A2019_040_Fudge_Ann_06_MED_001,
TRT: 0:03:57 ?

In honor of BusinessMakers: Breakout Leaders, we salute Ann Fudge, former CEO and Chairman of Young & Rubicam Brands and the head of their advertising network. Fudge speaks about her career with Maxwell House and the necessity of building trust between corporations.