

79th Annual Meeting

MARCH 18, 2021 | VIRTUAL

Eunice Mosley Dudley **Businesswoman, Entrepreneur and Humanitarian**

Eunice M. Dudley, Co-Founder of the DudleyQ+ brand, is one of the world's most sought after African-American female business leaders. She currently serves as the Executive Director for the Dudley Beauty School System.



Eunice Mosley was born in Selma, Alabama. She is the seventh of nine children born to Andrew M. Mosley, Sr. and Eva O. Murdoch Mosley. At a very early age she exhibited a "creative spirit" and a deep desire to learn.

Began Selling as a Teenager

She got her start in the Beauty Industry selling Fuller Products door-to-door in Brooklyn, New York while a student at Talladega College. It was at this Fuller branch in the summer of 1960 that she met Joe L. Dudley, Sr. Both were selling Fuller Products during the summer to earn their college tuition money. They married in 1961 and both began working for Fuller Products full-time in 1962.

Early Success in the Beauty Industry

By 1976, Joe L. Dudley, Sr. & Eunice Dudley had helped developed a sales force of more than 400, a beauty school, and a chain of beauty supply stores located throughout the Southeast. Dudley Products was deemed an entrepreneurial success.

Award Winning Building Designer

The design, planning and building of Dudley Products, Inc.'s new manufacturing and home office facility in Kernersville, North Carolina were personally supervised by Dr. Dudley. These efforts earned her The Energy Efficient Building Award presented by Energy User News and the ASHRAE Technology Award, an International Award given for second place in recognizing outstanding achievements in design and operation of energy-efficient buildings.

Transition to Second Generation Leadership

Over the past 40 years through dedication, hard work and persistence, she has helped take the DudleyQ+ Brand from very humble beginnings to a respected and world renowned position in the Beauty Industry. In 2009, Joe L. Dudley, Sr & Eunice Dudley were featured in a national movie, Good Hair, a Chris Rock documentary about the hair care industry.

In June 2008, Joe & Eunice Dudley restructured the Dudley conglomerate and turned over all day to day responsibilities over to their daughter, Ursula Dudley Oglesby who began Dudley Beauty Corp, LLC.

Dedicated Community Involvement

Eunice Dudley strongly believes in giving back to the community. She frequently volunteers her time, money, and resources to various boards and organizations. Some of her community service includes:

- Board Member for the Community Foundation of Greater Greensboro (Gate City Housing board)
- Financial Secretary for Greater Greensboro/Reidsville club of NANPBW
- United Negro College Fund contributor
- Former member of Bennett College Board of Trustees, NCA&T Board of Trustees
- Former member of Providence Baptist Church Board of Trustees & Co
- Direct Selling Education Foundation Board

Breast Cancer Survivor

Eunice Dudley is a woman of faith who survived her own personal battle with Breast cancer. Today she is strongly committed to helping other women who have been diagnosed with this disease.

Recipient of Numerous Awards

- Dr. Dudley's humanitarian efforts have not gone unnoticed or unappreciated. In 1991, she was awarded the Honorary **Doctor of Humane Letters Degree** from Bennett College for her business success and for being a role model for young women in the community.
- **NAAWLI Legacy of Leadership** awardee in 2008
- She has received **The Athena Award** from the Greensboro Area Chamber of Commerce.
- **The Crystal Award** from the NANBPW Clubs, Inc.
- **Co-Winner of The Kernersville First Citizens of The Year Award** in 1993