

Fernando Hernandez

Global Leader, Supplier Diversity The Coca-Cola Company

Fernando Leads Coca-Cola's \$800 Million Supplier Diversity program worldwide focusing on utilization, development and mentoring of diverse suppliers.

Fernando previously served as Supplier Diversity & Sustainability Leader for Microsoft Corporation globally. In this capacity, he set Microsoft's strategies to achieve supplier diversity & supply chain sustainability objectives. He was responsible for Microsoft's \$5 Billion annual Supplier Diversity program.

Prior to joining Microsoft, Fernando served as Senior Vice President of Multicultural Marketing Strategy for Washington Mutual Bank (JPMC) where he established, developed, and implemented comprehensive multicultural marketing initiatives.

Fernando established and implemented AT&T's \$1 Billion annual Supplier Diversity program. He also created AT&T's multicultural Business to Business and Business to Consumer marketing (Hispanic, African American, and Asian markets). This resulted in the creation of a \$3 billion market segment.

He has the distinction of being the first person to earn membership twice in the Billion Dollar Roundtable (AT&T & Microsoft)

HONORS:

- Ellis Island Medal of Honor Recipient
- Speaker, United Nations Sustainability Development Goals
- Hispanic Magazine 100 Most Influential Hispanics in America
- American Marketing Association recognition for Leadership in Multicultural Marketing
- WBENC Hall of Fame and WBENC Top Corporation
- NMSDC Leadership and Corporation of the year

EDUCATION:

- Saint Peter's University, Bachelor of Science in Accounting
- Stevens Institute of Technology, Master of Science in Information Systems
- Wharton School of Business Executive Training

