



Fernando Hernandez, Senior Director, Global Leader, Supplier Diversity, The Coca-Cola Company / United States

Mr. Hernandez joined Coca-Cola earlier this year and was previously Supplier Diversity & Sustainability Director for The Microsoft Corporation. At Coca-Cola, as a global supplier diversity leader, he leads Coca-Cola's Supplier Diversity initiatives worldwide. In this role, he and his team focus on the utilization, development and mentoring of diverse suppliers who can provide value-add to Coca-Cola's supply chain. Specialties include - Supplier Diversity, Sustainability, Responsible Sourcing, Multicultural Marketing, Marketing Strategy, Impact Sourcing, Artificial Intelligence and Digital Transformation

At Microsoft Fernando drove Microsoft's strategies to achieve supplier diversity sustainability & objectives. He was responsible for Microsoft's \$2.8 Billion annual Supplier Diversity initiative. Prior to joining Microsoft, Mr. Hernandez served as Senior Vice President of Multicultural Marketing Strategy for Washington Mutual Bank where he established, developed, and implemented comprehensive multicultural marketing initiatives. He formerly served as Executive Director of Multicultural Marketing with AT&T. Mr. Hernandez was the first to establish and implement multicultural business to business and consumer marketing (Hispanic, African-American, and Asian) at AT&T in 1991. This resulted in the creation of a \$3 billion market segment.

Fernando has received many awards including NMSDC Leadership Award, Island Medal of Honor recipient and Hispanic Magazine 100 most influential Hispanics in America. The American Marketing Association recognized him for his leadership in multicultural marketing.