



# COLORS OF SUCCESS

A GREATER ROCHESTER CHAMBER PROGRAM

## LEVERAGING DIVERSITY TO ACHIEVE BUSINESS SUCCESS



**Fernán R. Cepero, MA, MS, PHR, SHRM-CP is a Human Resources Services Partner for the Greater Rochester Chamber of Commerce.**

Fernán is also a Senior Resources Business Partner for the YMCA of Greater Rochester supporting the YMCA of the USA Service Delivery Partner system and the Alliance of New York State YMCAs. Fernán has also served as an Employee Development Manager for Nestle Waters North America NWNA where his responsibilities include recruiting, employee development, and ensuring effective succession planning. Prior to this position, he served as Human Resource and Employee Development Manager for Xerox Corporation. There he was responsible for the creation and implementation of their People Development Strategy, where in, he developed and maintained a pool of management talent to meet the company's long-term needs.

Fernán is an Adjunct Professor of Human Resource Management and Organizational Development at Medaille College, Bryant & Stratton College, Monroe Community College, St. John Fisher College, Southern New Hampshire University, and the University of Phoenix.

He is Past President of the Genesee Valley Chapter of the Society for Human Resource Management and Past State Director of the New York State Society of Human Resource Management. He currently is on the Board of Trustees for Eugenio Maria de Hostos Charter School and serves as Chair of the Human Resources Committee. Fernan was appointed Commissioner to the Civil Service Commission for the City of Rochester, New York in 2015 by Mayor Lovely A. Warren.

Fernán is a 2005 recipient of the Andrew Young Award for diversity & inclusion from YMCA of the USA, a 2007 recipient of Human Capital Magazine Future HR Leaders Award, a 2013 inductee into the Latino American Whos Who, and most recently the 2017 recipient of the Values-Based Leadership Award from the National Human Association Rochester Chapter.

He holds an M.S. in Human Resource Development from Rochester Institute of Technology, an M.A. in Foreign Studies from the American University, and a B.A. from Fordham University. Fernán maintains certifications from Mager Associates in Instructional Module Development & Criterion Referenced Instruction. He is certified to administer Consulting Psychologist Press, standardized psychological profiles including the Myers-Briggs Type Indicator MBTI, the Kirtan Adaptation Innovation® instrument, and is a certified consultant for The PROFILOR instrument. Fernan is also a Development Dimensions International DDI facilitator.