

# Insight on Coaching – Guest Bio

*Fernan Cepero*

*Human Resources Expert*

*VP of Human Resources, YMCA of Greater Rochester, NY*

## **Introduction**

A recipient of the 2007 Future HR Leader Awards by Human Capital Magazine, Fernan Cepero is a thought leader in the area of human resources, empowerment and organizational development.

Fernan serves as vice president of human resources for YMCA of Greater Rochester and is a member of Society for Human Resource Management (SHRM) Organizational Development Special Expertise Panel.

He has held several HR managerial positions at companies such as The Perrier Group of America and Xerox. During his tenure at Xerox, the company was recognized by Linkage, Inc. with a Best Practice Award for its Empowered Work Groups Change Initiative based on his work for the creation and implementation of a "People Development Strategy."

## **Experience**

Fernan has many years of experience in the human resources field. Fernan served as an employee development manager for The Perrier Group of America and a human resource and industrial relations manager at Xerox.

At both companies, Fernan was responsible for recruiting, employee development and ensuring effective succession planning.

Fernan was also chief operating officer (COO) and human resource manager at South Wedge Green Grocer & Garden Center and employee development manager at Nestle Waters.

## **Education**

Fernan has an M.S. in Human Resource Development from Rochester Institute of Technology, an M.A. in Foreign Studies from American University and a B.A. from Fordham University.

Fernan maintains certifications from Mager Associates in Instructional Module Development & Criterion Referenced Instruction. Fernan is also a Development Dimensions International (DDI) facilitator.

## **Professional Affiliations, Publications and Recognition**

Fernan is on the faculty at Medaille College, Roberts Wesleyan College, Monroe Community College and the University of Phoenix. Fernan is a member of the board of directors of the Genesee Valley Chapter of the Society for Human Resource Management (GVCSHRM) and currently serves as chapter president.

Fernan authored a chapter in Linkage, Inc.'s "Best Practices in Organization & Human Resources Development Handbook", which provides a high-level, detailed look on Xerox's Empowered Work Groups Initiative.

In 2006, Fernan was part of a delegation lead by SHRM on a cultural and human resource professional exchange in China.