



Luis F. Rojas

*Learning & Development and
HR Effectiveness Leader,
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Luis Rojas is the Learning & Development and HR Effectiveness Leader for Wells Fargo's Consumer Lending Group (CLG).

He is accountable to develop and execute the strategic learning and development agenda in the CLG Division with over 55,000 team members. In addition, as HR Effectiveness Leader, Luis also has responsibility for HR Strategy, Planning and Governance; Risk and Compliance; Human Capital Reporting and Analytics; HR Communications; Project Portfolio Management; and Financial Management. Luis joined Wells Fargo in 2014 as head of HR Effectiveness and in August of the same year expanded his responsibilities to include Learning and Development.

Luis has held a variety of roles in USA and UK, including Global HR Chief Operating Officer; Group Head of Corporate Real Estate Services; Global Head of Organization Learning; HR Chief Operating Officer, Americas; Global Program Director for Know Your Customer. Luis has worked in the financial services industry for over 20 years. His experience also includes Sales and Marketing, Operations, Product and Project Management, Systems Development and Financial Management.

Born in Palo Alto, CA and raised in Bogotá, Colombia, Luis relocated from Bogotá to the United States to begin his University studies. He earned a Bachelor's degree in Chemistry and a Master's degree in Information Systems from the University of Miami, Florida.

Luis is married, has 4 wonderful kids and 4 untrained dogs.

He lives in Madison, NJ.

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