

Lorena M. Hernandez

California Director—Community Investment
COMCAST NBCUniversal

Lorena Hernandez is the California Director of Community Investment for Comcast NBCUniversal, the nation's leading media and technology company where she is responsible for Comcast Foundation, community investment, company signature programs/initiatives and media partnerships. Ms. Hernandez is recognized for creating award winning programs and initiatives—from the first of a kind YOUTH TECH Summit & Expo to the first LGBT Fellowship for youth in the country. She has received four Beacon Awards—the cable industry's highest recognition of communications and public affairs excellence—from the Association of Cable Communicators for her innovative initiatives. In 2015, Ms. Hernandez received the APAPA (Asian Pacific Islander American Public Affairs Association) corporate leader award and in 2014, she was named one of the leading Latinos in Silicon Valley as well as recognized as one of the country's leading Latinos by the national publication Latino Leaders Magazine. The San Francisco Business Times has also named her as one of the Bay Area's Most Influential Latinos.

Ms. Hernandez was appointed and served as Vice Chair of the California Student Aid Commission from 2007—2011, the principal state agency responsible for administering \$9 billion dollars in financial aid programs for California students.

Ms. Hernandez has extensive experience in philanthropy, media relations, public relations, government affairs and community development. She has worked with journalists and contributed to articles and stories that have appeared in The New York Times, The Washington Post, Oprah Show, all the major network news programs, and the ethnic media.

Prior to joining Comcast, Ms. Hernandez served as Vice President of the Walter Kaitz Foundation, where she led the Foundation's Operations, Fellowship Institute, Supplier Diversity, and Grants programs. Ms. Hernandez also managed fundraising for the Foundation securing more than \$10 million annually and produced the Foundation's national diversity gala in New York City raising more than \$1.4 million—considered the industry's 'event of the year'. As Communications Program Officer at the California HealthCare Foundation, at the time a newly created statewide healthcare philanthropic organization with a \$3 billion dollar endowment, Ms. Hernandez created the new communication department and managed a multi-million dollar communications portfolio. She served as Associate Director of Media Relations for Children Now, a statewide children's policy and advocacy organization, where she successfully established Children Now as the "media and community clearinghouse" on children and family issues. The effective media and campaign strategies advanced Children Now's legislative agenda and increased its fundraising by millions.

She is committed to enriching the lives of others through mentoring and serving on several Boards and committees, including the Women in Cable & Telecommunications, Hispanas Organized for Political Equality (HOPE), and Asian Pacific Islander American Public Affairs (APAPA) and K to College.

Ms. Hernandez received a Bachelor of Arts in Communications from California State University, Sacramento.