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## **First Coast Hispanic Chamber of Commerce Elects New President**

JACKSONVILLE, FL. – The First Coast Hispanic Chamber of Commerce has elected Maribel Hernandez as its new President & CEO replacing Andrew Russell who is pursuing a career opportunity outside of North Florida. Russell recommended Hernandez for the position citing that “The past year has been a momentous time in the history of our Chamber with enormous growth and transformation.”

Hernandez has been involved with the Chamber since 2007 as a member and most recently served on the Board as an officer as well as chair of various committees. She successfully led the Achieving the Dream Scholarship program for the past two years which awards scholarships to deserving Hispanic students who want to pursue their dreams of a college education.

Born in New York City, Hernandez relocated to Jacksonville in 1989. With over 25 years experience, she has held senior level positions and is currently employed by Florida Blue while also owning her own small business. She holds a Bachelor of Arts Degree from the University of North Florida and an MBA from Concordia University in Montreal, Canada. A Leadership Jacksonville graduate (2004), Hernandez is very active in the community having served on several boards including the Jacksonville Women’s Network as well as The Jacksonville Urban League and PACE Center for Girls Jacksonville both of which she has also chaired. She is a recipient of the Hispanic Achieving Community Excellence Award, Heart of Gold Award (Volunteer Jacksonville) and the U.S. President’s Volunteer Service Award, Hernandez had also been recognized by Community Connections as a Community Leader and as an Up and Comer by the Jacksonville Business Journal.

“I am excited that Andrew was presented with such a great opportunity and his energy and drive will be greatly missed. At the same time, I am enthusiastic about the new leadership and opportunities ahead with the plan for the future that the FCHCC set into place.” said Rebecca Black, Acting Chair of FCHCC Board of Directors and immigration attorney.

Maribel has indicated that her three areas of focus over the next six months will be to establish a strong structural foundation, secure the chamber’s financial strength and ensure business continuity.

### **About the First Coast Hispanic Chamber of Commerce**

*The First Coast Hispanic Chamber of Commerce (FCHCC) was created to encourage and promote sound, ethical and successful business practices in the Hispanic community and to further the recognition of Hispanic heritage and culture through educational endeavors. The mission of the FCHCC is to positively impact the regional economy by creating value, promoting and facilitating the success of Hispanic-owned businesses and by engaging the community at large.*