

Fernando Serpa Named Executive Director of PRISM's Association of ERGs & Councils

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Fernando Serpa has been named Executive Director of the [Association of ERGs & Councils](#) a practice group of diversity and inclusion consulting and training firm [PRISM International, Inc.](#)

Fernando recently served as the Director of Global Diversity at Johnson Controls where he developed strategies to advance diversity and inclusion globally. He also developed and maintained strategic alliances and relationships between the business, affinity groups, and industry organizations, and actively supported workforce planning and talent attraction, development and retention. As the Director of Diversity and Inclusion at JCPenney, he led diversity strategy and training for over 150K associates. At Symantec, he was the Director of Global Diversity and developed a global diversity strategy that was country specific and presented diversity training around the world including Japan, Germany, Ireland, France and Singapore.



"Fernando is an accomplished and committed diversity professional. I have been fortunate to have worked with him on a number of D&I initiatives. PRISM is a stronger organization with the addition of his expertise, experience, commitment and passion. He is more than qualified to take the Association to a higher level.", said Linda Stokes, President & CEO of PRISM and parent company of the Association.

A graduate of George Washington University Law School in Washington D.C., he was appointed by the White House to the U.S. Department of Justice where he directed immigration policy and worked with Congress and Federal agencies to develop and implement legislation, policy and procedures. From 1995 to 2000, Fernando served at the United States Commission on Civil Rights where he represented the Commission on civil rights issues to state and local governments, citizen-based groups and corporations.

Fernando assumes the position previously held by Debbie Smith-Rayford who left last month to become the Director of the Diversity & Inclusion Division at the Internal Revenue Service.

About the Association of ERGs & Councils

The Association of ERGs & Councils is a practice group of PRISM and the premier resource for transforming Employee Resource Groups, Diversity Councils & Employee Network Groups to impact key organizational & business objectives. Learn more by visiting the [Association](#).

About PRISM International, Inc

PRISM is a WBENC-certified, full-service provider of innovative and proven consulting, training and products for leveraging diversity and inclusion, increasing cross-cultural competencies and creating more effective ERGs and Diversity Councils. Learn more by visiting [PRISM](#).