

# Pamela Hernandez



Pamela is a multifaceted professional known for her diverse career and unwavering commitment to community and personal growth. As the Regional Director for the Better Business Bureau in Southwest Missouri, Pamela plays a pivotal role in fostering trust and transparency in the local business community and educating consumers on how to make smart marketplace decisions.

Pamela is a Springfield native and a graduate of Missouri State University. She spent 15 years in the financial services industry, working in both consumer banking and operations project management, before pivoting to a 12-year career as a personal trainer and health coach and owning her own business. Pamela's unique blend of experiences equips her with a holistic perspective on building meaningful professional connections and fostering a thriving and diverse community. Along with her superpower of planning, she has used her networking and communications skills to provide mentorship to other women in wellness and communications professions, and to become a regular contributor to KY3's The Place, KSN's Living Well and Morning Edition on KRPS.

With community as a core value, Pamela has served on the City of Springfield Mayor's Commission on Human Rights and Community Relations, the board of Farmers Market of the Ozarks, and the American Heart Association Go Red for Women committee. Pamela is a graduate of the Leadership Springfield Access program - class 15. She currently serves on the Board of Directors of PFLAG Springfield/SWMO, the Springfield Daily Citizen Diversity, Equity, and Inclusion Advisory Panel, and the Rosie committee.

Pamela's mission is to connect, educate and inspire individuals and businesses to thrive by fostering meaningful relationships, creating an ethical marketplace and building bonds that will create a strong community for all.