

# Pamela Hernandez



Pamela Hernandez is a multifaceted professional with a diverse career path. A Springfield native and a graduate of Missouri State University, Pamela spent 15 years in the financial services industry, working in both consumer banking and operations project management. She then pivoted to a 13-year career as a personal trainer and health coach, starting with her company Thrive Personal Fitness and then joining the Sharlin Health & Neurology team to open their fitness center and develop their signature NeuroFitness program.

After retiring from fitness in 2022, Pamela joined the Better Business Bureau as Regional Director for BBB - Springfield. As the Regional Director for BBB - Springfield, Pamela works to drive community engagement with memorable presentations on scam awareness/prevention and BBB services and serves as the media spokesperson for BBB in southwest Missouri across television, radio, and podcast platforms. She is a regular contributor to KY3's The Place and On Your Side, KSN's Living Well, and Morning Edition on KRPS.

Pamela also focuses on building collaborative partnerships with diverse organizations to create mutual value and expand professional networks. She is a member of the Hispanic Networking Group of the Ozarks, the Multicultural Business Association and Association of Women in Communications.

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. She is a graduate of the Leadership Springfield Access program - class 15 and currently serves on the Rosie Professional Development committee and as Vice-President of PFLAG of Springfield/SWMO.

A teacher at heart and a lifelong learner, Pamela spends a lot of her free time reading and participates in three different book clubs. As someone who has had to teach herself many skills over the years, she believes that books can be the key to opening up the world and that the power of story can bring us closer together as a community.