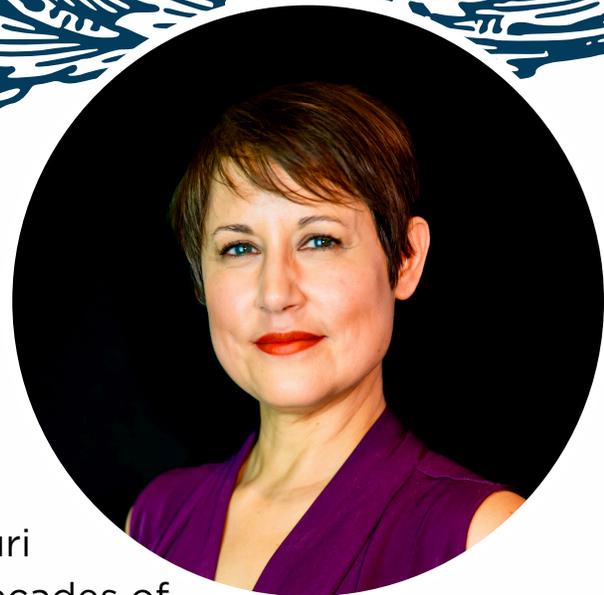




Pamela Hernandez

Pamela Hernandez is the Regional Director for the Better Business Bureau in Springfield.



A native Springfieldian and graduate of Missouri State University, Pamela brings nearly three decades of experience in strategic communications, community engagement, and entrepreneurship to her work with BBB. As Regional Director, she leads community outreach through engaging and educational presentations on scam prevention, personal cyber safety, and making informed buying decisions. She also serves as the primary media spokesperson for BBB in southwest Missouri, appearing regularly on television, radio, and podcast platforms including KY3's The Place and On Your Side, KSN's Living Well, and KRPS Morning Edition.

Pamela is committed to building strong partnerships across diverse communities and fostering collaboration that supports a thriving, ethical marketplace. She is a member of the Hispanic Networking Group of the Ozarks, the Multicultural Business Association, and the planning committee for Springfield Black Tie.

She is a graduate of Leadership Springfield's Access Class 15, currently serves on the Rosie committee and is in her second year as Vice President of PFLAG Springfield/SWMO.

A lifelong learner and dedicated reader, Pamela participates in three book clubs and believes strongly in the power of stories to build understanding and bring communities together.

