

Alejandro Hernandez

A believer in business as a force for good

Academic Experience

2025-present

Associate Professor, Drake University

Develop and teach courses in the fields of globalization, business strategy, social responsibility, and business acumen for students at the Zimpleman College of Business

2020-2025

Dean, Zimpleman College of Business, Drake University

As the chief academic and administrative officer, led the college through a successful reaccreditation, secured a multi-million-dollar naming gift, founded the Dean's Honor Roll for Social Impact and the annual Social Impact Research and Outreach Awards, and established the College's north star—Business as a Force for Good—all of which led to recognition of Zimpleman as one of the top business schools for societal impact and to a five-year high in enrollments in 2025

2017-2020

Adjunct Instructor, Drake University

Developed and taught on-campus and virtual courses on corporate social responsibility and socially responsible investing for graduate students, and a first-year student success course

2017-2020

Member, Board of Trustees, Drake University

Served on board as an advocate for positive societal impact and led a stakeholder-inclusive ideation initiative that generated concepts which became the centerpiece of the \$265 million *The Ones* comprehensive campaign

Professional Experience

2002-2020

Senior Vice President, Wells Fargo & Company

Leader in Wells Fargo's social responsibility function holding a series of senior roles charged with developing and integrating corporate social responsibility strategies, managing the bank's global charitable giving and disaster response programs, directing relationships with national diverse community and business organizations, and overseeing external communications for mortgage and consumer finance businesses

Education

2015

Master of arts, social responsibility and sustainable communities major

Western Kentucky University

2010

Reputation management certification

Reputation Institute

1988

Bachelor of arts, journalism major, cultural anthropology minor

California State University Long Beach

Expertise

- Leading complex higher education and private sector organizations
- Crafting social responsibility strategies to address the interests of stakeholders in the United States and internationally
- Managing charitable giving, volunteerism, and disaster response programs
- Developing approaches to help companies manage their reputations

Contact

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Professional Experience (cont.)

1999-2002

Latin America Regional Manager, Porter Novelli

Managed the operations of a top global public relations agency serving multi-national clients from South Florida offices as well as a network of 15 offices in Latin America

1996-1999

Southern California Office Director, Porter Novelli

Opened and managed regional office of Copithorne & Bellows, a public relations agency dedicated to technology companies, that was then acquired by Porter Novelli

1995-1996

Senior Account Manager, Golin/Harris

Led a team of professionals conducting national industry trade, enthusiast, consumer, and business communications programs for technology clients

1993-1995

Public Relations Manager, Mitsubishi Electronics

Planned and conducted national technology, business and U.S. Hispanic media relations for television and monitor business lines

1991-1993

Public Relations Account Executive, Hill & Knowlton

Directed general and U.S. Hispanic market communications programs for consumer clients

Speaking Engagements

- Keynote presenter, Business for Good Summit, Drake University, 2024 and 2025
- Speaker, 90 Ideas in 90 Minutes, Des Moines Business Record, 2024
- Speaker, Drake Law School faculty retreat, 2024
- Workforce development panelist, West Des Moines Chamber of Commerce, 2024
- Speaker, Drake Global Citizenship Showcase, 2024
- DEI panelist, West Des Moines Leadership Academy, 2023
- Presenter, Al Éxito Latinx university preparation camp, 2021-2023

Teaching Service

- Lead instructor, Business at the Hub of the Americas-Panama travel seminar, Drake University, 2025
- Deepwater Horizon case study presenter, insurance company operations course, Drake University, 2023-2025
- Participant, International Faculty Week 2023, Tecnológico de Monterrey (Mexico)

Board Service

- Member, Greater Des Moines Partnership Capital Crossroads Regional Council
- Member, YMCA of the Rockies Board of Directors
- Mentee, Golub Capital Board Fellows program, Kellogg School of Management, Northwestern University
- Secretary, Iowa Public Radio Board of Directors
- Member, Education Foundation Advisory Committee, Professional Ski Instructors of America

Awards

- First place, 2024 Innovation in Business Education Award, Mid-American Business Deans Association
- Presidents' Civic Engagement Leadership Award, Iowa & Minnesota Campus Compact, 2023
- First place, 2022 Innovation in Business Education Award, Mid-American Business Deans Association