Pam Alfrey Hernandez

President/Founder

The Right Reflection™

([www.thereflection.com](http://www.thereflection.com))

Pam Alfrey Hernandez created The Right Reflection ™ in February 2015 after a distinguished and groundbreaking career at Omaha-based Woodmen Life, where in 2008, she rose to the rank of chief operating officer and the first female executive team member of the 125-year-old firm.

The magnitude of her accomplishment is reflected in the size and breadth of Woodmen, a non-profit financial services organization with $10 billion in assets, $34+ billion in life insurance in force, $1 billion in annual revenue, 700,000 plus policyholders and 1500+ employees/sales agents.

In the past three years, she has developed The Right Reflection into one with a long list of accomplishments and successful client relationships. She is a frequent speaker and panelist at conferences and seminars. “There has been a shift, more than evolutionary, in the past few years in the topics that are relevant to executive management teams, in companies, in institutions and public sector organizations. I am increasingly engaged by all three in the field of ‘Unconscious Bias.”

“When I joined Woodmen in 1984,” she says, “I was a trainer and, frankly, there were few female role models in the insurance industry for someone like me who aspired to reach executive management ranks.”

Working her way through the organization and by expanding her skillset, she held increasingly more senior positions in marketing, operations, technology and human resources until she attained her EVP/COO position.

“While I was proud of what I accomplished,” says Hernandez who holds both a bachelor of science and a master of arts degree from the University of Nebraska in Lincoln, “I also felt that I had unique combination of education, experience and expertise that would allow me to mentor, train and coach others who sought leadership roles in their vocations.”

As she was contemplating her next career steps while at Woodmen, she was also completing an additional master’s degree in Applied Positive Psychology at the University of Pennsylvania.

“I came to the conclusion that my life goal was to ‘evoke transformation wherever needed.’ I am at my best when I am creating environments where innovation and transformation can emerge. My career has been marked by ‘firsts.’ Helping others to see what is possible and creating a positive vision for the future followed by the courage to persevere is how I like to work.”

That led her to creating The Right Reflection™, which has become a leadership development, coaching and mentoring consulting firm, based in Omaha.

Hernandez resides in Omaha where she has been active over the years in leadership positions with numerous professional, nonprofit and community boards. They include:

* Nebraska Humane Society: Board of Directors, Executive Committee Member, Strategic Planning Committee Chair
* Women’s Center for Advancement (formerly YWCA): Board of Directors, Executive Committee Member, Programs Committee Chair
* Tri-Faith Initiative: Board of Director
* Omaha Network: Member
* Omaha Business Ethics Alliance: Trustee
* Girl Scouts Art Venture: Honorary Chair
* Go Red for Women Honorary Chair

Her educational and professional certifications include:

* BS, English/Education, University of Nebraska
* MA, English, University of Nebraska
* MA, Positive Psychology, University of Pennsylvania
* CPCC, CTI
* ACC, ICF
* The Leadership Circle, 360 Assessment
* The Leadership System

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