



Biography

Claudia S. Plaisted Fernandez

Claudia Fernandez is a professor at the University of North Carolina at Chapel Hill. She specializes in helping leaders meet the challenges of running complex organizations, communicating to public and media audiences, and engaging employees. She is the co-author of *It-Factor Leadership: Become a Better Leader in 13 Steps*. Dr. Fernandez has extensive experience developing custom executive education programs that focus on personal leadership development, innovation, and business skills for senior, middle, and front line managers and leaders. For the past 10 years she has directed the *ACOG National Leadership Institute* for the American College of Obstetricians and Gynecologists, and served as the Director of the Leadership Core for the *Food Systems Leadership Institute* (www.FSLI.org), the flagship leadership program of the Association of Public and Land Grant Universities (APLU) and targeted to academic Deans, Heads, and Vice Presidents, industry and government leaders. For the past four years she has served as Director and PI for the *Maternal and Child Health-Public Health Leadership Institute* (mchphli.org). She is certified in a wide range of leadership and psychological assessment tools, including 360 assessments, the EQi-2.0 Emotional Intelligence Instrument, the FIRO-B, the Myers-Briggs Type Indicator, the Change Style Indicator, the Decision Style Profile, the Paper Planes, Inc. simulation, the Thomas Kilmann Conflict Instrument, the Dennison Organizational Culture Survey, The FourSight tool, The Influence Style Indicator, and the CPI 260 and the Coaching Report for Leaders. Dr. Fernandez is also a licensed and Registered Dietitian, and as such has a particular interest in leadership in healthcare systems and high-performing healthcare and public health teams. She earned her doctorate in public health leadership and health policy from the University of North Carolina at Chapel Hill.

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