

Juan Hernandez

Executive Director, La Luz Center

Born and raised in the barrio of East Los Angeles, Juan is completely bilingual and bi-cultural. He is a counselor, coach, and a seasoned advocate for youth and community outreach. He earned a B.A. degree from UC Riverside, a Fellowship in Management Leadership from New York, and an M.A. in Psychology and Organization Development from Sonoma State University. Juan served as Director of Educational Programs at the Calistoga Family Center, and, while in Calistoga, was elected to the board of the Napa Community Foundation and the Napa Valley Hispanic Network. Juan has been appointed (Sonoma County) First 5 Commissioner, and he serves on the Sonoma Sheriff's Advisory Group, the Sonoma Valley Health Roundtable, Portrait of Sonoma County Leadership Team, and the Latino Leaders of Sonoma County. Juan's wife Veronica is a high school Spanish teacher.