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## NEWS RELEASE

**FOR IMMEDIATE RELEASE**

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### **Brian Hernandez Promoted to Chief Storyteller for Workforce Solutions Rural Capital Area**

CEDAR PARK, Texas – [Workforce Solutions Rural Capital Area](#) (WSRCA), the nonprofit community partnership delivering innovative and sustainable workforce development solutions to empower the nine-county Rural Capital Area of central Texas, has announced that Brian Hernandez, WSRCA’s first Communications Director, has been promoted to the new position of Chief Storytelling Officer (Chief Storyteller), effective October 1, 2020.

The position of Chief Storyteller is a first of its kind for the industry, the region, and among the 28 workforce development boards across the state, that in partnership with the [Texas Workforce Commission](#) (TWC), comprise [Texas Workforce Solutions](#). As Chief Storyteller, Hernandez will lead the organization to achieve excellence through effective storytelling and impactful external communications, to ensure WSRCA and its teams, are well-positioned as thought leaders in the workforce development industry.

“Brian has played an important role in strengthening relationships with our partners, and in expanding awareness of the successful outcomes we deliver through our customized services for local employers and job seekers,” WSRCA CEO, Paul Fletcher, said. “Ideas can change the world, and storytelling illuminates those ideas. As our new Chief Storyteller, Brian will be poised to leverage his talents and skills to continue shining a spotlight on our efforts to facilitate the future of work for all our constituents.”

“Brian has done a great job aligning and leading our board’s internal and external communications efforts across the region,” WSRCA Board Chairman, Frank Leonardis, said. “Now serving as both the teller and the guardian of WSRCA’s story, Brian will continue to find new ways to share what we do and ensure the creative output from all of our teams is consistently impactful, of the highest quality, and focused on creating more value for our region’s world-class workforce and their communities.”

“Our unique employer-driven workforce development system is helping to fuel the economic recovery of our region, and Brian has played an important role in collaborating with the media, our partners and our customers to spread that message,” WSRCA COO, Diane Tackett, said. “We consume information more effectively in the form of story, and our customers are excited to share their experiences to motivate others. In this new role, Brian will have the opportunity to share more of those amazing workforce journeys, help showcase the wonderful innovations our Texas Rising Star early childhood education providers are making, and how we’ve helped employers upskill their workforce.”

“I’m honored to serve as the first Chief Storyteller for WSRCA and humbled by the unwavering support of the Board of Directors, our teams and our community partners,” shared Hernandez. “The work we do and the stories we share educate, empower, inform, and inspire Texans to connect with their dreams, and I’m proud to continue to play a role in shepherding that effort.”

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Hernandez joined WSCRA in January of 2019, after serving as the first Digital Media Coordinator for TWC, introducing new audience-driven content innovations and streamlining external outreach to boost social media engagement statewide. His transition to workforce development came after a 14-year career in journalism, leading broadcast and digital content teams in newsrooms across the country, to grow audiences through engaging multi-platform storytelling, and measuring success through real-time analytics.

Hernandez holds both a Master of Organizational and Professional Communication Degree in New Media and Internet Marketing, and a Master of Liberal Studies Degree in Creative Writing from the University of Denver, as well as a Bachelor of Arts in Organizational Communication from Rollins College. His honors and awards include an Emmy Award nomination for broadcast producing, multiple team-based regional Edward R. Murrow Awards for best website, and an Associated Press Radio and Television Award for website of the year.

*Workforce Solutions Rural Capital Area is a nonprofit community partnership providing no cost recruitment, employment services and childcare assistance, to businesses, employers, and job seekers in the Rural Capital Area of central Texas. This nine-county region includes Bastrop; Blanco; Burnet; Caldwell; Fayette; Hays; Lee; Llano; and Williamson counties. For more details on WSRCA, and the services it offers, visit [www.workforcesolutionsrca.com](http://www.workforcesolutionsrca.com).*

Photo of Brian Hernandez: [https://workforcesolutionsrca.com/assets/uploads/images/Brian-Hernandez\\_2020-10-01-162619.jpg](https://workforcesolutionsrca.com/assets/uploads/images/Brian-Hernandez_2020-10-01-162619.jpg)