

Bringing the best together to help Atlanta thrive.



Jorge L. Fernandez

Vice President, Global Commerce | Metro Atlanta Chamber

Named the vice president of global commerce for the Metro Atlanta Chamber on May 15, 2006, Jorge L. Fernandez leads the international investment recruiting arm of the Chamber's economic development division. Fernandez finds innovative ways to connect Atlanta area companies to international business growth opportunities, furthering Atlanta's reputation as a top competitor in the global marketplace.

Prior to joining the Chamber, Fernandez was the international and alliance vice president for Delta Air Lines at its world headquarters in Atlanta. His responsibilities encompassed all Caribbean, Latin American, Pacific and transatlantic operations, including airport customer service, finance, human resources, reservations and sales activities outside of the United States. In addition, he was charged with developing Delta's alliance strategy, managing the SkyTeam global alliance and overseeing codeshare relationships with 16 partner airlines around the globe.

Fernandez first joined Delta in June 1999 as director for Latin America, and in September 2001 he assumed expanded responsibilities for the Caribbean region. In this role, Fernandez was in charge of full operational and administrative responsibilities for more than 40 nonstop flights to 25 cities in 19 countries, including corporate representation issues and the development of the airline's regional strategy.

Fernandez joined Delta from Veridian Engineering, where as the senior politico-military analyst, he led the company's efforts in implementing strategic plans for public agencies and institutions responding to overseas crises.

Earlier in his career, Fernandez served 24 years in the U.S. Air Force as command pilot, strategic planner and international affairs advisor. He held various diplomatic posts, leading air base access rights negotiations for a U.S. Air Force aviation hub and directing mediation between states.

Originally from Havana, Cuba, and fluent in English, Spanish and Portuguese, Fernandez holds a bachelor's degree in business management from the University of Puerto Rico and a master's degree in international marketing from Texas Christian University. He is a National Defense Fellow in Brazilian Studies from the University of Miami's Graduate School of International Studies and completed Thunderbird's Executive Education Program for International Business in Phoenix, AZ. He is also a graduate of the U.S. Department of State Foreign Service Institute and the Brazilian Air Force Senior Officer Course.

Fernandez was named by *Hispanic Business* magazine as one of the "100 Most Influential Hispanics in the United States" for 2003 and is the recipient of Panama's 2002 "Friendship Award." In 2009, he received from the Governor of the State of Georgia the "International Person of the Year Award." In 2010, the *Atlanta Business Chronicle* honored Fernandez as one of Atlanta's International Who's Who. The honor recognizes leaders who are shaping Atlanta's global market.

Fernandez is a member of the board of the Georgia International Visitor's Council and the Advisory Council for the Center for International Business Education and Research at Georgia State University.