

**SERRA**

**SERRA MFG. CORP.**

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**CERTIFIED AS9100**



Dear Customers and Suppliers,

I, Kris Hernandez, want to formally introduce myself as the Chief Executive Officer for Serra Manufacturing Corporation, which is a privilege and exciting venture. Your continued confidence in Serra Manufacturing Corporation is appreciated. Please be ensured we are motivated and inspired by the opportunities you give us to help you succeed.

Allow me to share a bit of my background and ambitions. Prior to joining Serra Manufacturing Corporation, I worked for Hudson Group, which is the largest travel retailer in the United States. I worked for their Los Angeles International Airport location for 4 years as their Human Resources Manager. With strong capabilities, vision, and leadership, I was then promoted to their John Wayne Airport location in Orange County as the General Manager. At Hudson Group, I refined my skills of customer service, team building, contract negotiations and working with vendors in partnership to increase our sales by 44% over those 5 years as General Manager.

I have more than 10 years of managerial experience and have a passion of working with employees to reach our goals. Some of Serra's goals include customer satisfaction, consistent quality, on time delivery and continually improving our quality management system and organization overall. My experience and knowledge in Human Resources and Management gave me the confidence to join my father, Mr. John Hernandez, who is one of the founders of Serra Manufacturing Corporation.

We have new core values; accountability, appreciation, collaboration and respect, that will help reshape our culture at Serra. These values will be of great benefit to you because it will strengthen your trust in us so we may help you keep a competitive advantage and lead to a more enduring business relationship.

If there is anything we can do to improve our service to you or if you have any positive feedback, I will listen. Please do not hesitate to contact me (310)537-4560 [krish@serramfg.com](mailto:krish@serramfg.com).

Sincerely,

Kris Hernandez, CEO, Serra Manufacturing Corporation