

**Magdalena Hernandez, Program Manager
Children's Food and Beverage Advertising Initiative, Council of Better
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Prior to joining the Children's Food and Beverage Advertising Initiative, Ms. Hernandez was an associate at the firm Paul, Weiss, Rifkind, Wharton & Garrison LLP. She has also worked in advertising standards at the NBC and ABC television networks. Ms. Hernandez was Director of Advertising Standards at NBC Universal where she managed advertising challenges and specialized in evaluating research studies and advertising clearance for prescription and over-the-counter drugs, nutritional supplements, foods and beverages. At the ABC Department of Broadcast Standards & Practices, she was the Senior Research Editor responsible for managing advertising challenges, reviewing research substantiation for all advertising submissions, and approving health and medical advertisements for air on the ABC network.

Ms. Hernandez is a graduate of Yale University and NYU School of Law. She also has completed four years toward a Ph.D. in Human Development at Columbia University.