

Edward Serna

Dr. Edward Serna is serving as the 15th president of the University. He came to UMF from the University of Arkansas–Fort Smith (UAFS), where he served as interim chancellor. His work at UAFS, a public, four-year university with an enrollment of 6,600 students and an annual budget of \$80 million, has included leading initiatives focused on student success, student retention, and data-driven innovation. He received a doctorate of education in higher education from the University of Alabama, a master's in management information systems from Auburn University, a master of science in industrial management from Clemson University, and a bachelor of science in business administration from Winthrop University in Rock Hill, S.C. After working as a senior business analyst and strategic management consultant in the private sector, Dr. Serna entered higher education as an assistant professor of management in Athens State University's College of Business. Prior to serving as interim chancellor at UAFS, he was chief of staff and associate vice chancellor for external funding and chief of staff and vice chancellor for strategic initiatives.