



Cleveland State University

BERNARDO “BERNIE” F. MORENO was recently appointed by Governor John R. Kasich to the Cleveland State University Board of Trustees for a term beginning June 1, 2011 and ending May 1, 2018. He replaces Stephanie McHenry who resigned. Prior to being appointed to the University’s Governing Board, Mr. Moreno served on the Board of Directors of the Cleveland State University Foundation, Inc.

Mr. Moreno holds a business degree and a liberal arts degree from the University of Michigan. He began his career in various sales, service and marketing positions in the Michigan, Tennessee and Pennsylvania offices of the Saturn Corporation. He quickly earned recognition and respect as a very successful automotive dealership start-up and business turnaround manager.

In May 2005, Bernie purchased the assets of Mercedes of North Olmsted from United Auto Group to open his first dealership. The dealership quickly grew to become the largest volume dealership in Ohio and third out of 79 dealerships in the Chicago Region by the end of that year. The dealership also ranked first in Ohio and third regionally in overall customer satisfaction, and was recognized with the Certified Retailer Award by JD Power and Associates. In February 2006, Bernie purchased the assets of Sunnyside Porsche and relocated the franchise next to his Mercedes-Benz dealership in North Olmsted. Within three months, he outperformed the previous Porsche dealership in sales for the past year. Bernie received the Ernst & Young Entrepreneur of the Year Award in 2011 in recognition for taking the original dealership from \$14 million in annual sales to a combined sales revenue of \$300 million this year.

After living in Cleveland for just one year, Bernie was selected to participate in the distinguished Leadership Cleveland program. He serves on the Board of Directors of the Rock and Roll Hall of Fame and Museum and the American Red Cross. He also serves as a Civic Innovation Lab Mentor associated with The Cleveland Foundation and the Young President’s Association.

A native of Bogotá, Columbia, Bernie speaks fluent Spanish. He moved to the United States at the age of five and became a U. S. citizen at the age of 18. He currently resides in Westlake, Ohio with his wife and four children.