



For Immediate Release

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ASTD Presents ROI Measurement and Evaluation Award to Rodrigo Lara Fernández

(Alexandria, VA) June 13, 2008 – The American Society for Training & Development (ASTD) presented its ROI Measurement and Evaluation Award to Rodrigo Lara Fernández on June 2 during the ASTD 2008 International Conference & Exposition in San Diego, California. This award honors an individual who has demonstrated the most success in the application of comprehensive measurement and evaluation processes, particularly demonstrating a range of successful return-on-investment (ROI) applications.

Lara Fernández has been the leader in ROI evaluation in the largest companies in Chile, Peru, and Venezuela. He has successfully conducted numerous ROI impact studies using a variety of data-collection approaches. He is versatile in the evaluation methods that he applies and is rigorous in his data analysis.

Applying measurement techniques to a wide range of programs, Lara Fernández's impact studies include a quality-service program, electro-submersible bombs training, customer service culture development, organizational climate action planning, performance appraisal training, and SAP-maintenance training. His impact studies have been reviewed by such groups as the Officers Training Encounter in Lima, Peru, Best Practices Congress in Caracas, Venezuela, and in several universities, conferences, and workshops in Santiago, Chile.

Lara Fernández is a true advocate for results-based evaluation, and he frequently presents at conferences and publishes articles on the benefits and process of ROI. He created Instituto ROI with Jack Phillips and has successfully built a network of ROI practitioners that continues to grow throughout South America.

With 14 years of experience in training and development, Lara Fernández is partner and general manager for MAS Consultores, a Chilean company with offices in Peru and Venezuela.

About ASTD

ASTD (American Society for Training & Development) is the world's largest association dedicated to workplace learning and performance professionals. ASTD's members come from more than 100 countries and connect locally in 134 U.S. chapters and 26 Global Networks. Members work in thousands of organizations of all sizes, in government, as independent consultants, and suppliers.

ASTD started in 1943. In recent years, ASTD has widened the profession's focus to link learning and performance to individual and organizational results, and is a sought-after voice on critical public policy issues. For more information, visit www.astd.org.

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