

Dr. Edward A. Serna serves as the interim chancellor of the University of Arkansas – Fort Smith in Fort Smith, Arkansas. Prior to his appointment as interim chancellor by the University of Arkansas System President and Board of Trustees, he served as chief of staff and vice chancellor for strategic initiatives at UAFS. He championed a transformative approach to higher education leadership, setting the university on a course to become a leader in student success, student retention and data-driven innovation. His experience includes leading the development of analytical strategies at local, state and national levels, having managed strategic planning, program development, external funding, change management, and process reengineering at public universities as well as with international corporations, the U.S. Army and NASA. Serna entered the higher education sector in 2007 when he began teaching information systems, and has taught varying information systems and leadership courses for the past 12 years. He is engaged in the local community, serving with the regional chambers of commerce, development boards and service activities. Serna earned a doctorate of education in higher education administration from the University of Alabama, a Master of 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.