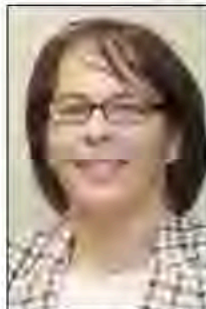


## HCC welcomes Evelyn Rivera-Riffenburg of Holyoke as human resources director

HOLYOKE — Holyoke Community College is pleased to welcome Evelyn Rivera-Riffenburg of Holyoke as the college's executive director of Human Resources.

Rivera-Riffenburg has worked in human resources for more than 25 years. She started her career as a personnel assistant and has most recently worked as director of human resources for Chicopee Public Schools. Her previous employment featured positions in human resources for the town of Amherst, Medtronic (formerly Covidien), Hot Mama's Foods, C & S Wholesale Grocers, and Coca-Cola. She is also an adjunct professor at Bay Path University and Western New England University. She started her position at HCC on Mon., Jan. 24.

"Evelyn brings an impressive array of skills and experience to HCC and to our executive team," said President Christina Royal. "She has worked throughout her career in recruiting, employee relations, labor relations, training and development



**Evelyn  
Rivera-Riffenburg**

and as a trusted advisor to hourly and management employees. She is particularly experienced in innovating and improving processes and procedures with digital technology to enhance and improve hiring experiences for potential candidates."

Rivera-Riffenburg began her undergraduate education at HCC before transferring to Baker College, where she graduated with her bachelor's degree in human resource's management. She holds master's degrees in communications and information management from Bay Path University and in organizational leadership from Southern New Hampshire University. She is a Society for Human Resources Management Certified Senior Professional (SHRM-CSP), an HCRI Senior Professional in Human Resources (SPHR) and certified K-12 Title IX coordinator.

"I am super excited to be back here at HCC, where I started my college education," she said. "I can't wait to meet everyone."