

Stefany Hernandez

“Follow your heart and open up new spaces for what you feel is needed. Be proud of your story, of how you were brought up, and of what made you who you are.”

Every woman has a story. But some stories shake rooms, open doors, and redefine what's possible. In Her Words is SAR's series spotlighting trailblazing women who lead with courage, shape community with intention, and inspire the next generation through purpose, resilience, and grace.



A young girl in a small city with big dreams, Stefany grew up believing the world was wider than the streets she walked. In the Mission district of San Francisco, she learned early that life could be vibrant and tender at the same time. The scent of warm pupusas drifting from neighborhood kitchens, murals bursting with color, and the sound of Spanish floating through open windows shaped her understanding of belonging. It was a place that nurtured her curiosity and taught her that identity is something you grow into with courage.

Stefany's path has always been shaped by the people around her. The women who surrounded her: her mother, her tias by blood and by love, the teachers who unknowingly became lifelong mentors, showed her what it looked like to stand firm in both softness and strength. These connections shaped not just her career, but the values she carries into every project and relationship.

Stefany's curiosity and courage became the foundation of her professional journey. As a co-founder of Estilo Latam, she made history by creating the first Latinx fashion show in Napa Valley, a groundbreaking moment that elevated Latinx culture in spaces where it had rarely been celebrated. The runway was more than fashion; it was a stage where every participant, models of different shapes, sizes, and backgrounds, was seen, celebrated, and empowered. The show gained recognition and press coverage, bringing attention to an underrepresented community while highlighting the possibilities that come from daring to be first. Reflecting on this achievement, Stefany often recalls the thrill and responsibility of creating a space where representation mattered. “If you don't try, you'll never know,” she says, a reminder that progress begins with the courage to take the first step.

Empowerment, for Stefany, is deeply personal. As a mother, entrepreneur, social worker, and

content creator, she measures success not by accolades or recognition, but by presence, gratitude, and impact. “Twenty years from now, you’ll be more disappointed by the things you didn’t do rather than by the ones you did”, a quote by Mark Twain, which she embedded into her day to day. Each choice she makes is deliberate, whether it’s nurturing her son, building Estilo Latam into a historic platform, or advocating for the underserved in her city. In every role, she seeks to create spaces where others feel seen, heard, and inspired to step into their own power.

With discreet passion and intention, Stefany carries the same dedication and care into her work with the city as a social worker, supporting elderly and disabled adults. Her days are filled with the quiet impact of service, the kind that doesn’t make headlines but transforms lives. Every interaction, every decision, is guided by her empathy and commitment, showing that leadership and influence often begin with understanding and showing up for others.

At the same time, her voice reaches far beyond her immediate community through her role as an influencer and content creator. She shares culture, inspiration, and connection with others, building bridges between worlds and amplifying stories that might otherwise go unheard. Her platform is not measured by followers or likes, but by the meaningful connections she creates and the spaces she opens for Salvadorans and Latinos in the industry. Stefany’s journey reminds us that influence can be profound even in subtle ways, and that true leadership often grows quietly, in moments both big and small.

Through her journey, Stefany has shown that courage, curiosity, and compassion are the forces that shape meaningful change. She has broken barriers, elevated Latinx culture, and created spaces where others can step into their own power. Yet her greatest legacy is the example she sets for the next generation: that success is not only measured by what you achieve, but by the lives you touch, the communities you uplift, and the authenticity with which you pursue your dreams. “If you do not try, you will never know,” she reminds us, encouraging young women to embrace risk and step boldly into the paths they are meant to forge. Stefany’s story is a testament to the power of dreaming big and leaving a mark that is both honest and enduring. She leaves us with a simple yet profound way of living life, “No regrets”.

This is Stefany. This is SAR.