



**PRESS RELEASE**  
**FOR IMMEDIATE RELEASE**  
**February 24, 2026**

**Eugene Whitlock, Chief People and Culture Officer/Associate Vice Chancellor for HR at the University of California, Berkeley, to Serve as Treasurer on the CUPA-HR Board of Directors**

Eugene Whitlock, chief people and culture officer/associate vice chancellor for HR at the University of California, Berkeley, has been selected to serve as treasurer on the board of directors of the College and University Professional Association for Human Resources ([CUPA-HR](#)) for the 2026-27 fiscal year. He will serve a three-year term beginning on July 1.



Whitlock is an active member of CUPA-HR and has served in several leadership positions within the association. From 2022 to 2025, he served as an at-large member of the CUPA-HR board of directors. Whitlock has also been a member of several CUPA-HR committees, including the Learning and Professional Development, Budget and Finance, Research Advisory, and National Awards committees, in addition to chairing the Public Policy Committee.

“In addition to his exceptional higher ed HR expertise, Eugene also has an outstanding financial management background. The higher ed HR community is so fortunate that he will serve in this CUPA-HR leadership role,” said CUPA-HR President and Chief Executive Officer Dr. Andy Brantley.

Whitlock has over 10 years of experience in higher education HR and has spent the last six years at UC Berkeley, where he leads a team of 95 HR professionals. “Throughout my career, CUPA-HR has been an invaluable partner in shaping my growth as a leader. Being elected treasurer is both humbling and energizing — a unique opportunity to ‘pay it back.’ Working in partnership with my fellow board members and CUPA-HR staff, I am committed to thoughtful financial stewardship and to positioning CUPA-HR for long-term sustainability, so it can continue advancing our profession and supporting higher education leaders nationwide,” shared Whitlock.

**About CUPA-HR**

CUPA-HR is higher ed HR. We serve higher education by providing the knowledge, resources, advocacy and connections to achieve organizational and workforce excellence. Serving more than 23,000 HR professionals and other higher ed leaders at more than 1,700 member organizations around the country and abroad, the association offers learning and professional development programs, higher education salary, benefits and demographic data, extensive online resources and just-in-time regulatory and legislative information.

**Contact Information**

Katie Edmiston

Communications Manager – Communications and Marketing  
kedmiston@cupahr.org