



Cynthia Roney
ICF Certified Executive & Business Coach
Founder and CEO, Executive Passage

Cynthia Roney is a Certified Executive & Business Coach with 25 years business and executive experience including CEO and Board Director (public and private companies). She is experienced working in large corporations as well as early stage start-ups. Her industry experience focused on medical devices and life sciences working for Baxter, Physio-Control (acquired by Medtronic), Xillix Technologies Corp., PneuVation Medical and Neovasc. At Xillix, Cynthia joined as Marketing Director advancing to VP Business Development, then President, CEO and Board Director, raising \$55M venture capital and leading her company through full medical device commercialization--from concept drawing, engineering development, international clinical trials to FDA PMA approval and launch into the global market.

As a recovering CEO with a desire to pay it forward and help others succeed especially women, Cynthia graduated from Royal Roads University as a Certified Executive Coach (CEC). She then invested and became certified as an ActionCOACH Executive & Business Coach. Cynthia is a member of the International Coach Federation (ICF), a CEO mentor for BC Excels (LifeSciences BC), and a mentor/coach/facilitator for the Forum for Women Entrepreneurs (FWE), Women's Enterprise Centre (WEC) and Women's Executive Network (WXN). She is also a pro-bono coach for the Minerva Foundation and BUST Art Social, a new breast cancer fundraiser created by 10 Vancouver girlfriends. Cynthia has written articles for Business in Vancouver and she is a facilitator and presenter for the Canadian Board Diversity Council (CBDC) 'Get on Board' program and Women in Leadership Forum, aimed at helping women advance to leadership and Board of Director responsibilities. Cynthia is a member of the Vancouver Board of Trade, Women's Leadership Circle, Chamber of Commerce, Professional Women's Network (PWN), GLBA, BNI and Southlands Riding Club.

In her personal life, Cynthia leads an active family life. Married for 25 years to her remarkable husband Michael and their 3 amazing children (Connor, Brandon, Taylor), Cynthia is a passionate equestrian and former owner of an international showjumper/dressage horse, Piko's Executive Passage. She is also an accomplished long distance runner with 4 marathons completed (Vancouver x2 and Portland x2) with more to come...