

## Cynthia Roney



Cynthia Roney is an executive coach and strategic facilitator with 25 years of executive and business experience having held positions as public company President, CEO, Board Director, Vice President Business Development, Director of Marketing and Sales with early stage biotech companies and Fortune 500 corporations. She brings this front line business experience to her coaching and facilitation work and clients appreciate her energetic, positive, no-nonsense pragmatic approach combined with real business insight. Cynthia coaches clients to clearly see and think through business challenges and opportunities, developing strategies and action plans that work. She has travelled extensively throughout the world and works with clients across Canada and the United States including telecommunications and high tech companies, healthcare leaders, insurance executives, business owners and government agencies.

Cynthia's business career began in sales with Baxter Healthcare, a \$15B global healthcare company with more than 60,000 employees worldwide, and Physio-Control which was later acquired by Medtronic, the world's largest medical device company with revenues of \$17B and nearly 50,000 employees worldwide. Powerful lessons in leadership included the \$3B merger of American Hospital Supply into Baxter's culture and even tougher was the 18 month US FDA shut-down of Physio-Control halting sales worldwide, ultimately contributing to acquisition by Medtronic. More leadership lessons followed at Xillix Technologies, a publicly-traded biotech company forced to file arbitration in Japan against its \$3B strategic partner Olympus Optical, subsequently resulting in massive lay-offs and investor challenges. Throughout her career, there have also been countless leadership highlights including successfully raising \$55M, rebuilding Xillix' team and leading full medical device commercialization from initial concept, engineering development, international clinical trials, US FDA PMA approval to global market launch.

In 2009, Cynthia's passion for leadership and desire to support others, led to Royal Roads University and her certification as a CEC-Certified Executive Coach. She created her company Executive Passage and focused on executive coaching earning PCC-Professional Certified Coach and LEADS Executive Coach (Healthcare Leadership) credentials. In 2013, Cynthia expanded her reach, partnering as a Senior Leadership and Business Solutions Facilitator with Global Knowledge, the world's leading IT and business training provider. She has facilitated the full range of Global Knowledge leadership coursework as well as customized client content, including a 3 day leadership program for one of British Columbia's largest employers where Cynthia is the lead facilitator for 500 emerging leaders across the province. Executive coaching and facilitation clients include Telus, SAP, Medtronic, Best Buy, ICBC, Pharmasave, SevOne.

A leader in the community, Cynthia has served as the YWCA Women of Distinction Awards Event Chair and CEO mentor for BC Excels (LifeSciencesBC). She is a coach, facilitator and speaker for the FWE-Forum for Women Entrepreneurs, WXN-Women's Executive Network, PWN-Professional Women's Network and CBDC-Canadian Board Diversity Council 'Get on Board' program. She lives an active family life in Vancouver with her husband of 30 years and their 3 grown children. Cynthia is a passionate equestrian and former owner of an international showjumper/dressage horse. She is also an accomplished long distance runner with 4 marathons completed and more to come!

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*"Success is a journey, not a destination."*

Cynthia Roney, Founder & CEO, Executive Passage  
Certified Executive Coach (CEC, Royal Roads University)  
Professional Certified Coach (PCC, ICF- International Coach Federation)  
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## EXECUTIVE & BUSINESS EXPERIENCE

### EXECUTIVE PASSAGE

June 2013-Current  
March 2013-Current  
May 2009- Current

**Global Knowledge Leadership & Business Solutions Facilitator**  
**LEADS Certified Executive Coach (Healthcare Leadership)**  
**Certified Executive Coach (CEC), Founder & CEO**



### NEOVASC INC

July 2008- April 2009

**VP Marketing and Sales**  
Public (TSXV:NVC) medical devices for cardiovascular intervention



### PNEUVATION MEDICAL

Oct 2007- June 2008

**President & CEO, Board Director**  
Private medical device start-up focused on chronic back pain



### XILLIX TECHNOLOGIES

June 2001 - May 2006

**President & CEO, Board Director**  
Public (TSE:XLX) medical device company focused on cancer

- *Raised \$55M+ in financings*
- *Rebuilt engineering, clinical/regulatory, sales/marketing, finance/ops teams*
- *Strengthened Board of Directors, established executive management team*
- *Completed full Onco-LIFE commercialization for lung cancer, from concept to market approval including US FDA PMA*



May 2006 - Dec 2006  
Nov 2000 – June 2001  
Jan 1997 – Nov 2000  
March 1995 – Jan 1997

**Executive VP, Board Director**  
**President and Board Director**  
**VP, Business Development**  
**Director of Marketing**

### PHYSIO-CONTROL

Sept 1990- March 1995

**Territory Manager**  
Global leader cardiac monitors/defibrillators/pacemakers



### DAVIS & COMPANY LLP

June 1988- Sept 1990

**Marketing Coordinator**  
Leading national law firm with 250+lawyers, 50 practice areas.



### BAXTER Healthcare

Sept 1987 – May 1988  
Feb 1986 – Sept 1987  
May 1985 – Feb 1986  
Dec 1984 – May 1985  
Sept 1983 – Nov 1984

Global healthcare products, \$15B sales, 60K employees  
**Marketing Manager, Western Region**, Vancouver  
**Administration Manager, Western Region**, Vancouver  
**Manager Marketing Planning**, Toronto Head Office  
**Assistant to VP Sales/Marketing**, Toronto Head Office  
**Territory Manager**, Vancouver. Field sales



## EDUCATION

2015 EQi 2.0 & EQ360 Certified, High Performing Systems and MHS-Multi-Health Systems  
2014 Hogan Assessment Certified Coach, MetaSkills, Portland, Oregon  
2013 LEADS Certified Executive Coach (Healthcare Leadership), Royal Roads University  
2013 Leadership & Business Solutions Facilitator, Global Knowledge, Cary, North Carolina  
2012 PCC-Professional Certified Executive Coach, International Coach Federation (ICF)  
2008 CEC- Certified Executive Coach, Royal Roads University, Victoria, BC.  
1980 Bachelor of Arts (Economics/Business), University of Western Ontario, London.

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