



## CYNTHIA RONEY

**PCC-Professional Certified Coach, CEC-Certified Executive Coach  
Leadership & Business Solutions Facilitator  
Former Public Company Biotech CEO & Executive**

### PROFILE

Cynthia Roney is a Professional Certified Executive Coach and Senior Leadership & Business Facilitator with more than 25 years of business and executive experience having held positions as President, CEO, Board Director, Vice President Business Development, Vice President Sales, Director of Marketing and Territory Manager, working in large corporations and early start-ups. Throughout her career and in her work as an executive coach and strategic facilitator, Cynthia consistently demonstrates four core values: 1) Courage to Innovate 2) Passion for Results-Driven Growth 3) Collaborative Teamwork 4) Embrace Change with Decisive, Forward-Looking Action. Clients appreciate Cynthia's positive, energetic and creative approach combined with her proven results-driven executive and front-line business perspective.

Since founding her company Executive Passage in 2009, Cynthia has acquired more than 1,000 executive coaching hours earning her designation as a Professional Certified Coach. In 2013, Cynthia expanded her reach as a Leadership & Business Solutions Facilitator with Global Knowledge resulting in her facilitation and training of hundreds of professionals and companies ranging from national telecommunications to high growth, high tech companies, to government crown corporations and municipal organizations. A seasoned executive coach and lifelong learner, in 2013, Cynthia achieved LEADS Certification providing executive coaching to healthcare leaders, followed by certifications in Hogan Personality Assessments in 2014 and Emotional Intelligence EQi 2.0 Certification in 2015.

As a Global Knowledge Leadership & Business Solutions Facilitator, Cynthia has facilitated the full range of leadership and business solutions coursework as well as customized courses to meet the specific needs of clients. An example includes a 3 day customized leadership program for BC Liquor Distribution where Cynthia is the lead facilitator training nearly 500 supervisors and emerging leaders across the province. Cynthia has worked with Global Knowledge clients in Canada and the United States and consistently receives positive scores and feedback from participants and management teams.

***I love my work with Global Knowledge as an Executive Coach & Leadership & Business Facilitator. It's a perfect fit with my passion for leadership-- done right, and my background as a former CEO. I work one-to-one as an executive coach and trusted advisor, or facilitate group development in workshops, weaving real business and leadership experience into the classroom helping participants get their own breakthrough 'aha!' moment. This is how real change happens----one leader at a time!***

***---Cynthia Roney***

### PARTIAL COURSE FACILITATION LIST

Active Leadership	Leading Difficult Conversations	Power of Influence
Conflict Resolution	Driving Performance	Mastering EQi
Communicating for Clarity	Provide Feedback to Gain Momentum	Negotiation Skills
Presentation Skills	Delegate Deliberately	Team Development
Motivate for Full Engagement	Managing Multiple Priorities	Essentials of Supervision

### PARTIAL CLIENT LIST

British Columbia Liquor Distribution	Telus	UBC	Morneu Shepell	Best Buy
Langara College	SevOne	NRC	City of Richmond	Panasonic
City of Prince George	Boeing	ICBC	Tempest Development	WorkSafe BC
Intertribal Health Authority	Aritzia	VanCity	PharmaSave Drugs	Parks Canada



**EXECUTIVE & BUSINESS EXPERIENCE**

**EXECUTIVE PASSAGE**

June 2013-Current  
May 2009- Current

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



**NEOVASC INC (TSXV: NVC)**

July 2008- April 2009

**VP Marketing and Sales**

Public medical device company focused on cardiovascular intervention



**PNEUVATION MEDICAL (private)**

Oct 2007- June 2008

**President & CEO, Director**

Private early stage medical device company focused on chronic back pain



**XILLIX TECHNOLOGIES (TSE:XLX)**

June 2001 - May 2006

**President & CEO, Board Director**

Public medical device company focused on improved, early cancer detection

- 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



**Executive VP, Board Director**

**President and Board Director**

**VP, Business Development**

**Director of Marketing**

May 2006 - Dec 2006

Nov 2000 - June 2001

Jan 1997 - Nov 2000

March 1995 - Jan 1997

**PHYSIO-CONTROL**

Sept 1990- March 1995

**Territory Manager**

Global leader cardiac monitors/defibrillators/pacemakers



**DAVIS & COMPANY LLP**

June 1988- Sept 1990  
areas.

**Marketing Coordinator**

Leading national law firm with 250+lawyers, 50 practice



**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, \$14B sales, 50K 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, complete hospital products line



**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.

**VALUES & EXPERTISE**

Throughout her career and in her work as an executive coach and strategic facilitator, Cynthia consistently demonstrates four core values and helps clients achieve excellence in these specific areas:

- 1) Courage to Innovate- Change Management, Employee Engagement
- 2) Passion for Results-Driven Growth- Leadership Development, Emotional Intelligence
- 3) Collaborative Teamwork - Collaborating, Demonstrating Integrity, Communicating Effectively
- 4) Embrace Change with Decisive, Forward-Looking Action - Initiating, Adapting

*"As VP Corporate Safety & Human Resources for Eagle West Cranes, I had the pleasure of working directly with Cynthia during our annual strategic planning process. Cynthia offered an approach that allowed the senior management team to get to the heart of the issues. Cynthia conducted 360 feedback with 1- 1 interviews then provided focused Executive Coaching to members of our leadership team in advance of our two day strategic planning session. This allowed all participants to come prepared to communicate and participate fully with full awareness of their personal strengths, weakness and opportunities for improvement. This created renewed confidence to participate fully. Cynthia's facilitation of the Strategic Planning session demonstrated her expertise, knowledge, skills and abilities resulting in a highly productive strategic planning session. Cynthia works with integrity, honesty and consistency; as a result, she quickly establishes trust. People are the single most important differentiator between strategic success and business failure. Cynthia is a leader in her industry and I encourage any organization to seek out her expertise." -Rob Ingraham*