



CINDY ROSS-PEDERSEN

SOCIAL INNOVATOR
CONNECTOR & CAPACITY BUILDER

ABOUT

Cindy is a former tech entrepreneur who successfully sold her company in 2006, retired early in 2008 to refocus on social impact. She is the founder of The Agency at UofT focused on social innovation and is an active mentor for hundreds of students, alumni and social entrepreneurs.

Honored by Canada's Governor General in 2013 with the Sovereign's Medal for Volunteers recognizing outstanding and selfless contributions to community and Canada.

Recognized in 2012 by UofT for outstanding personal service to the University with an Arbor Award.

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EXPERIENCE

THE AGENCY AT THE UNIVERSITY OF TORONTO

2015-CURRENT

Founder/Executive Director

The Agency is a hub that facilitates introductions and wayfinding for students, faculty, teaching staff, alumni and partners focused on social innovation and social entrepreneurship at UofT. We conduct a co-curricular program of workshops introducing students to social innovation terminology, career pathing and provide an experiential road trip all focused on social impact. This is available for all students, at all levels and faculties. Other services include one-on-one advising, collaborative programming.

MASSEY COLLEGE, TORONTO ON

2015-CURRENT

Senior Fellow

Senior Fellows are elected from prominent representatives of both academic and professional interests at the University of Toronto. We mentor students and participate in this community.

UNIVERSITY OF TORONTO ALUMNI ASSOCIATION

2010-2016

President /Board Member

Leading this central alumni organization with 560k members worldwide, a 12 seat board, 50 committee volunteers and relationships across the University and with outside partners.

Nomination Committee chair focused on building a pipeline of alumni volunteers for leadership positions at the University. Reworked the structure of the committee and established formal, transparent processes. **Community Engagement Committee** chair focused on highlighting alumni contributions to their communities. **Hart House Green Heritage Infrastructure** project committee member. Project is a \$50M renewal of this 100 year old co-curricular facility. **Host for Dinner with 12 Strangers** & Center for International Experience networking dinners with 500+ domestic and international students attending my events. **Operational consulting** to various departments; informal **mentoring for 50+** students and alumni per year, assistance to faculty and motivational radio interviews and keynotes.

AMNESTY INTERNATIONAL CANADA (2014-2015)

Chair, Advisory Committee for Major Gifts

Assist Amnesty in establishing a committee focused on securing large donations. Establish processes for engaging the committee with the organization and its Board. Working with committee members to identify prospects and convert to donors.

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Over 12 years of focus on social impact through social innovation and social entrepreneurship, applied locally and globally. Enabling individuals (generally students/new graduates including graduate students) and their organizations to address the United Nations Sustainable Development Goals.

SKILLS

Ability to actively listen and offer insightful feedback

A connector putting her large, global network to work

Strategic thinking & brand building

Team building/organizational structures

Leveraging technology

Communication written and oral, public speaking

INTERESTS

Traveling the world, exploring art & culture, cooking for others, trying wines from old vines, supporting the next generation of impactful women, listening to a wide variety of perspectives.

CENTRE FOR SOCIAL INNOVATION (2009-current)

Member/Donor

Providing mentorship to member organizations, promoting the Centre and adding value to the social innovation movement and its social entrepreneurs.

LAURIER UNIVERSITY SCHOOL OF BUSINESS & ECONOMICS, WATERLOO ON

Member, Dean's Advisory Council, (2004-2010)

Entrepreneur in Residence (2008-2009)

Business advisor to students, helping them start or run businesses and assisting them with their entrepreneurial studies. Guest lectures and competition judging. Championed a team to produce a celebration of International Women's Day, cross faculty with Waterloo and Toronto locations. Online community strategy for the Institute for Brand Performance. Laurier MBA BlackBerry pilot project - introducing mobile learning into higher education

STRATEGIC VOLUNTEERING for sports related non-profits.

Marketing assistance for **Cross Country Canada** and **Playing for Keeps**, legacy initiative for 2015 **Pan Am Games**. Strategic Volunteer, **Habitat for Humanity Toronto** (2010-2012) to conduct operational assessment and marketing studies on how to effectively target boomers as crew leaders and ReStore volunteers. **Habitat Global Village** team member for first volunteer team building homes on the Métis Settlement in Cold Lake, Alberta. Strategic Volunteer, **Toronto Community Foundation** (2010-current) assisting with brand enhancing initiatives. Mentorship of **Top 20 under 20** winners and strategic consulting to the sponsoring organization **Youth in Motion**.

CORPORATE EXPERIENCE

CAPITAL C 2007-2008

Managing Director, Digital

Managing the digital team of 45 people producing websites for Fortune 1000 companies across industry sectors including automotive, banking, consumer packaged goods and entertainment. Retired from this industry in 2008.

ADEO COMMUNICATIONS CORPORATION 1994-2006

President

The firm I founded at the beginning of the internet revolution - an ebusiness firm helping corporate clients explore the new medium in B2C (consumer oriented web sites, microsites, email campaigns, kiosks and mobile wireless solutions), B2B (extranets and business to business web based applications) and B2E (intranets). Adeo successfully merged with Capital C in late 2006.