

CYNTHIA A. CONWAY

Wilmington, Delaware 19803
cconway@oakwisemarketing.com

302.757.2961
www.linkedin.com/in/cynthiaconway

TRANSFORMATIONAL LEADER, INTRAPRENEUR, AND EDUCATOR

Cynthia is a highly accomplished intrapreneurial servant leader with a proven track record of turning organizational missions and individual aspirations into reality. With over four decades of experience driving transformation across corporations and nonprofits, she excels in building client-centric strategies that deliver exceptional engagement, operational excellence, and sustainable growth.

Recognized for her proactive, strategic, and creative approach, Cynthia is a digitally driven change agent and influential relationship builder. Her expertise spans transforming complex challenges into powerful opportunities that positively impact people and communities. She is known for her exceptional listening skills, analytical problem-solving, and critical thinking, which enable her to inspire, develop, and lead high-performing teams.

Cynthia's leadership consistently surpasses expectations, driving transformation and growth through innovative solutions and collaborative teamwork.

AREAS OF EXPERTISE

- Transformation, Change, and M&A Integration Strategy and Execution
- AI-Driven Strategic Planning (*analog, digital and ambidextrous*)
- Marketing Strategy, Brand Management, and Omni-Channel Campaigns
- Enterprise and Program Communications (*internal and external*)
- Culture and Workforce Management
- Strategic Leadership and High-Performance Team and Organizational Development (*multi-generational, multi-cultural, cross-functional, traditional and matrixed, hybrid and remote*)
- Integrated Business Management (*contract negotiations and vendor management; profit/loss, cashflow forecasting, and budgeting; legal, regulatory, and compliance oversight*)

EDUCATIONAL, PROFESSIONAL AND FINANCIAL SERVICES EXPERIENCE

UNIVERSITY OF DELAWARE

Adjunct Faculty, Alfred Lerner School of Business & Economics

Currently teaching Basics of Business for undergraduates (third year, part-time). Volunteering time as executive mentor and business advisor for students, and an AI ambassador for the FinTech Innovation Hub.

2023 - Present
Newark, DE

OAKWISE MARKETING, LLC

Founder & CEO

Currently leading a professional services firm specializing in strategic transformation for organizations during periods of change in today's digital economy. Current/past engagements:

- Currently a Strategy Consultant for a global advertising agency, focusing on business and operational planning for their clients' differentiation and growth.
- Vistage CEO Peer Advisory Group Chair: Facilitated confidential peer decision-making for CEOs/business owners.
- Interim CEO/COO for SaaS startup: Built a high-performing culture, developed a global business model, and secured small business funding through the Covid pandemic, securing readiness for capital funding and MVP launch. Special Initiative: Led development of global financial management system (NetSuite) for SaaS startup.
- Pro Bono: Developed E2E strategy and fundraising model for a Catholic elementary school, now replicated diocese wide.

2019 - Present
Wilmington, DE

THE NORTHERN TRUST COMPANY

SVP and Director of Wealth Management Marketing, East Region

Built and directed integrated marketing/communications teams to drive brand repositioning and business growth across the US, EMEA, and Latin America. Key outcomes:

- Led team hiring/development, and launched fully integrated, 7 US region and 2 international omni-channel marketing campaigns, including an average of 1400-1600 major sponsored to bespoke events per year.
- Boosted East Region brand awareness 36% in three years; accelerated awareness and lead generation campaigns helped to triple revenue growth in five years.

2012 - 2018
New York, NY

- Created internal communications plan aligning 800+ staff, yielding highest engagement and lowest turnover, enterprise wide.

Special Initiatives:

- BU Leadership Team Development: Led leadership assessment and team-building programs
- Regional Employee Engagement: Developed cross-functional recognition and communications plans
- Quarterly Financial Reporting: Produced and presented executive level performance reports
- Hurricane Irma Recovery: Led communications for employee safety and business continuity

M&T BANK CORPORATION

2010 - 2012

VP and Director of Corporate Communications Strategy

Wilmington, DE

Directed communications for enterprise change/crisis management, supporting the M&A and integration of Wilmington Trust. Key outcome:

- Directed 100+ transformation teams and led internal and external messaging, delivering a successful conversion.

Special Initiatives:

- Led employee conversion, training, and redeployment communications for accounting platform conversion
- Developed C-suite regulatory response messaging

WILMINGTON TRUST CORPORATION

1989 - 2010

VP and National Wealth Advisory Marketing Manager (2008-2010)

Wilmington, DE

Led corporate, national and regional teams through financial crisis (leveraging real-time marketing and communications strategy and execution), delivered 30% sales growth and 100% client retention and championed a behavioral research study on ultra-affluent women and families.

VP and Regional Wealth Advisory Marketing Manager (2001-2008):

Built one, regional marketing model replicated in 7 regions, then used it to support national growth and achieve 0-30% revenue contribution over seven years. Led strategies and fully integrated market entries and cultural, new employee assimilations for acquisitions and new business lines.

Special Assignment:

- Applied regional marketing model, internationally.

VP and Corporate Brand / Marketing Communications Manager (1989 - 2001)

Transformed a single service, local marketing team into a company-wide marketing communications department serving four businesses (local, regional, national and international markets), managed multimillion-dollar budgets and hundreds of vendors, led major marketing campaigns and repositioned the firm as a top ten national brand.

Special Assignments:

- Strategic sponsorship platform for national business development.
- Innovation workstream producing \$8M+ in new recurring revenue, adopted post-acquisition.

ADDITIONAL RELEVANT PROFESSIONAL EXPERIENCE

LORDON-MICHAELSON ASSOCIATES, a Philadelphia Inquirer subsidiary

1988 - 1989

Production Manager

Philadelphia, PA

Turned around failing agency to net positive cash flow in six months.

SERVICISED LIMITED, A W.R. GRACE COMPANY

1987- 1988

Senior Designer / Corporate Marketing Manager

Slough, England

Established internal design department to enable livery design, product packaging, company branding, business development and client retention efforts across UK and EMEA.

CASHTON AND NORWALK-ONTARIO PUBLIC SCHOOLS

1985 - 1987

K-12 Art Instructor

Cashton, Norwalk, and Ontario, WI

Taught 500 students for two school districts weekly. Organized and led field trips and school play/musical set design crews, represented region on Western Regional Arts Council, and wrote curriculum for state of Wisconsin.

HARLAXTON COLLEGE, A University of Evansville Feeder Campus

1984 - 1985

Director of Admissions

Harlaxton, England

Overhauled recruitment and achieved first-ever waiting list for the college.

EDUCATION

Harvard University Business Analytics Program Certificate, with Distinction, 2019

Digital Strategy | Business, Big Data, and People Analytics | Leading Digital Innovation, Transformation and Marketing

Master of Business Administration (MBA) Leadership, Technology and Globalization

Drexel University, with Honors, 2007

Bachelor of Fine Arts (BFA) Advertising, Design and Corporate Communications | Art Education Certification (K-12)

University of Wisconsin-Eau Claire, with Honors, 1984

TECHNICAL AND ANALYTICAL PROFICIENCIES

AWS, Oracle, Netsuite, SAP, Global Plus, SEI Adobe, Unica, Webex, SharePoint, Salesforce, Qualtrics, Zoom, Canvas, 2U, Wix, Wordpress, Workday | Google Analytics | Microsoft 365 | Social Media | Working knowledge of a variety of programming languages and data visualization strategies / tools | Currently developing knowledge and proficiency in generative AI tools and other related technology-led services

PUBLISHED WORKS

Where Digital Transformations Go Wrong in Small and Midsize Companies. Cynthia A. Conway and Mitch Codkind, Harvard Business Review, August 24, 2021. <https://hbr.org/2021/08/where-digital-transformations-go-wrong-in-small-and-midsize-companies>

This article examines the common pitfalls that small and midsize companies encounter during digital transformation initiatives, highlighting key obstacles and providing actionable recommendations for successfully navigating these challenges.

MEMBERSHIPS

Association of Financial Educators (November 2023 - Present)

CURRENT VOLUNTEERISM AND PHILANTHROPY

Executive Mentor, University of Delaware Newark, DE September 2023 – Present

Friend of Vistage, Vistage Worldwide, Inc. November 2021 – Present

Ambassador, Harvard Business Analytics Program Harvard University Cambridge, MA January 2019 – Present

Business Advisor, Horn Entrepreneurship University of Delaware Newark, DE June 2021 – Present

Lector, Immaculate Heart of Mary Parish Wilmington, DE January 2010 – Present

Co-Chairman, Immaculate Heart of Mary Parish Pastoral Council Wilmington, DE June 2022 – June 2025

Trustee, Immaculate Heart of Mary Parish Wilmington, DE. September 2020 – January 2025

PAST VOLUNTEERISM AND PHILANTHROPY

United Way of New York City Fundraising Volunteer, Leadership Levels New York, NY

Drexel University Brand and Reputation Management Center of Excellence Advisory Board Philadelphia, PA

Drexel University EMBA Alumni President Philadelphia, PA

United Way of Delaware Allocations Committee Member Wilmington DE

Meals on Wheels Volunteer Wilmington, DE

Ronald McDonald House Fundraiser Wilmington, DE

Girl Scouts Leader Wilmington DE

St. Mark's High School Board Member Wilmington, DE

St. John the Beloved Parish Lector, 3rd Grade Catechist, and Renew Youth Leader Wilmington DE