

DR. CINDY GORDON
CEO and Founder
Helix Commerce International

Dr. Cindy M. Gordon is a seasoned senior executive with over twenty years of industry experience in communications & high tech and financial services. Cindy is currently the Founder and CEO of Helix Commerce International Inc, a company specializing in business innovation and growth acceleration strategies that leverage Web 2.0 and disruptive innovation approaches, as well as the Founder of Helix Talent, a recruiting firm and 2BeVirtual, a company specializing in Virtual World MetaVerses.

Prior to founding Helix, Dr. Gordon was a Partner with XDL Intervest a Tier One Venture Capital Firm. At XDL Intervest, she was responsible for helping early stage eCommerce on- demand business models (B2B, B2C) secure venture financings.

Dr. Gordon has held senior partner roles with Andersen Consulting including Global Practice Leader in their eCommerce, CRM, and Knowledge Management Practice; and senior executive roles with Xerox, Nortel and Citycorp. At Xerox she served as President for the Women's Alliance, an international network of Women focused on Diversity in the Workplace.

Prior to her Fortune 500 company experience, Dr. Gordon was an entrepreneur. She helped grow Trigon Systems Group with Don Tapscott from a team of 6 to a team of 140 consultants, and was a Founding Partner of InfoTech Consultants a company that specialized in business strategies applying emerging new technology capabilities.

Dr. Gordon is a frequently published author on the new economy, knowledge management and eCommerce, and has collaborated on seven published books. Her most recent book *Why Buy The Cow* looks at the impact of on demand business models in revolutionizing how work is done, and has an upcoming book which will look at the future of digital social media and impact of virtual worlds.

Dr. Gordon is a board director and advisor to numerous high technology companies. She is also the Founder and Past Chair of the CEO Fusion Center, the Co-Chair for CATA Women in Technology for the National Board and is the Chair of the CATA Women in Technology Forum (WIT) for the Toronto Chapter. Her not for profit past board experiences are extensive and reflect her range of expertise and interest across businesses, educational, cultural and health organizations. Dr. Gordon is also an active member of the International Women's President's Association (WPO).

Academically, she holds a Doctorate in Innovation, eCommerce, and Knowledge Management from the University of Toronto, and a Masters of Information and Business Management, Bachelor of Administration; and a Bachelor of Education from the University of Alberta.

Cindy is married and has two children. In her spare time, she enjoys playing classical piano, writing, golfing, squash, scuba diving, skiing, and walking.