



CYNTHIA BADURA BERNTSON

DIRECTOR, STRATEGY, GRANTS, AND PERFORMANCE

Cynthia Badura Berntson (she/her) is a strategic leader who enjoys bringing people and data together to determine how organizations can deliver what matters for clients and responsible businesses. She thrives in collaboratively finding and navigating the best way to develop and invest, especially in people.

She holds a master's degree in Business Administration, as well as numerous professional certifications and accreditations in the areas of Management Consulting, Strategic Planning, Enterprise Analysis, Change Management, Business Intelligence, and Project Management.

Cynthia has extensive public service and energy industry experience. Prior to CMHA Calgary, she held similar roles in senior leadership positions with Alberta Energy Regulator, TC Energy, SAIT and the University of Calgary. In her most recent role as the Director of Enterprise Capabilities, Performance and Risk, she advised leadership and guided regulatory and organizational management with improved analytics and management tools. Her work included guiding a major leadership review of functional capabilities, and leading the implementation of outcome and impact measurement, assessment, and reporting. Cynthia has led teams providing strategic and business planning, research, performance measurement and assessment, analytics, business intelligence, and accountability reporting to the board and external entities including government, regulatory, accreditation and funding agencies. She has organized project teams and led efforts across organizations for management action during substantial transformational change, with extensive experience in the design and implementation of management, information, and intelligence systems.

At Canadian Mental Health Association - Calgary Region (CMHA Calgary), Cynthia serves as the Director of Strategy, Grants and Performance. She oversees shaping comprehensive strategic and action planning, and organizational performance practices enabled by effective engagement, research, analytics, accreditation, insights, and business intelligence. Cynthia also guides grant strategies and the social return on investment impact analysis and reporting.

Outside of work Cynthia enjoys travelling and rejuvenating through yoga, gardening, and trekking with her family and their dogs. She loves to learn and design, always having a creative project on the go.



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