

## Cynthia Fisher

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NEWTON, MASSACHUSETTS

Cynthia Fisher is a serial life sciences entrepreneur and investor. She is currently Founder and Managing Director of WaterRev, LLC, an investment firm backing companies with novel technologies that enable sustainable practices of water use.

Cynthia is best known as a pioneer in the use of umbilical cord blood as a life saving stem cell source for treating cancers like leukemia and certain genetic disorders. In 1993, she was CEO and Founder of ViaCord, Inc., one of today's leading private cord blood banks. In 2000, Cynthia co-founded and was President of the cellular medicines company, ViaCell, Inc., of which ViaCord became a division. ViaCell went public in 2005, was acquired by PerkinElmer in 2007, and exists today under its ViaCord brand. Prior to founding ViaCord, Cynthia worked as Marketing Manager of the Blood Bank Division at blood management company Haemonetics. She began her career in sales and marketing with IBM focusing on the hospital, insurance, and defense industries.



She is a Director of The Boston Beer Company, maker of Samuel Adams beer, Angry Orchard, Twisted Tea, and Truly. She also serves as a Director of Easterly Government Properties, Inc., a publicly held Real Estate Investment Trust focused on Class A commercial properties leased to U. S. Government agencies. She is on the boards of Water.org which enables access to safe water, and the nonprofit she co-founded, FitMoney.org, provider of K-12 financial literacy.

She founded and is Chairman of PatientRightsAdvocate.org, focused on empowering the consumer with ownership rights of his or her real-time, electronic medical information and cost transparency prior to treatment to enable the consumer to shop for care. She serves as the Speaker of the House's appointee to the Health Information Technology Advisory Committee. She is on the Advisory Boards of the Micheli Center for Sports Injury Prevention and the Harvard Medical School Discovery Advisory Council.

Cynthia holds an MBA from Harvard Business School, as well as an Honorary Doctorate of Science from Ursinus College, and a BS in Biophysics.