



## Cynthia Ann Fleck, PhD, MBA, BSN, RN, APN/CNS, ET/WOCN, CWS, CFCN, DNC

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Cynthia Fleck has presented over 600 seminars and programs throughout the world. A sought after speaker, key-note presenter, author/writer, researcher, creative thinker, conference chair, key opinion leader, executive level manager, leader, sales & marketing expert and consultant, and medical/surgical liaison, she has been an invited lecturer at university, national and international programs and symposia throughout the world. She has written over 400 articles and manuscripts for various peer reviewed and clinical publications including chapters in the classic wound care reference texts, *Chronic Wound Care* 3<sup>rd</sup> and 4<sup>th</sup> Editions, *Wound Care Practice*, and *Chronic Wound Care: The Essentials* as well as numerous other chapters in wound care and similar texts and has edited one book. Cynthia is an engaging and skilled presenter, interviewer, focus-group leader, host, and master of ceremonies, both live and recorded, in front of the camera, on stage or set. She served as Past President and Chairman of the American Board of Wound Management (ABWM), past two-term board member of the Association for the Advancement of Wound Care (AAWC) where she serves as Columnist and past Membership Chair, Scientific Co-Chair – The Desert Foot Diabetic Foot Conference, Director, The American College of Clinical Wound Specialists, where she serves on the Executive Committee as Treasurer/Finance Committee Chair, and Director, The Save a Leg, Save a Life Foundation. She was named #1 by Floodgate Research in 2012 as the industry executive that was most instrumental in pushing the wound management business forward. She was on the editorial advisory and peer review boards of several well-known publications and is currently an Associate Chief Editor of *The American Journal of Clinical Wound Specialists*, an Elsevier peer-reviewed journal. In addition, Cynthia previously authored the “Frequently Asked Questions” column for the peer reviewed and indexed journal, *Advances in Skin and Wound Care*.

Cynthia has a Bachelor of Science degree in nursing with a minor in nutrition from Southeast Missouri State University. She has her Master of Business Administration degree from Fontbonne University, her Doctor of Philosophy from the University of Monterrey, she graduated with her Wound, Ostomy and Continence Nurse specialty through M.D. Anderson and the University of Texas and is a member of the prestigious nursing honor society, Sigma Theta Tau. She is certified through the American Board of Wound Management as a board certified wound specialist, the Dermatology Nurses Association as a Certified Dermatology Advanced Practice Nurse and the Wound, Ostomy and Continence Nurses Certification Board as a Certified Foot and Nail Care Nurse.

Cynthia was formerly the Vice President, Clinical Marketing for Medline Industries, Inc. nearly 9 years where she was instrumental in launching the iconic REMEDY advanced skin care line taking it from 0% market share to 40% market share in less than 6 years and most recently Senior Director, Clinical Marketing at Advanced BioHealing and Chief Commercial Officer and Vice President, Clinical Sales & Marketing at Vomaris Innovations where she developed national distribution and consistently grew sales by over 25% quarterly. She is currently the President & CEO of Cynthia Fleck & Associates, LLC providing primary patient consultation, management, sales, marketing, training and education, conference hosting and presentations and performing medical/legal review, deposition and expert witness testimony. She lives a jubilant life in St. Louis, Missouri and is passionate about inspiring others, skin and foot care, volunteer efforts including as and activist for the American Diabetes Association, Advisory Board for the Department of Health and Human Services Department at Southeast Missouri University), the Epworth Children & Family Services, The Women’s Leadership Council for the Humane Society, philanthropy (she and her Mother Judith Fleck developed an endowed scholarship program for college students), University Mentoring and spending quality time with her family and friends. Cynthia is happily married to her loving husband Randall Barker, an agriculture & data analytics executive. Cynthia was recently crowned Mrs. Missouri and 5<sup>th</sup> Runner-up at Mrs. USA; promoting Diabetic Foot Care Awareness and Amputation Prevention as her platforms and launching her national campaign, “Show Me Your Sole #ShowMeYourSole!”. She also just received the United States President’s Volunteer Service Award Gold Medal for volunteering over 500 hours in a 12-month period.