

# Woman with a Heart for Bakersfield

## Cynthia Pollard



Cynthia Pollard has a fervent heart of dedication to serving and advocating for others. Likened to a “rock star” in the world of business advocacy, Cindy spreads a positive message about our community wherever she goes. It is with ardent leadership that Cindy “rocks” our community and the individuals she inspires, motivates, and influences.

A beloved leader, Cindy has a strong history of community service in a broad spectrum of areas. She has served on the board of directors of Camp KEEP Foundation, United Way of Kern County, CALM, Bakersfield Convention & Visitors Bureau, American Heart Association, Rotary Club of Bakersfield, California State University Foundation for Research, and Greater Bakersfield and Fresno chambers of commerce. Cindy was a founding member of the Bakersfield Women’s Business Conference and Bakersfield Chamber’s Political Action Committee. Additionally, Cindy has served on the California State University Bakersfield Council of 100 and as an advisor to numerous organizations and committees, including Community Connection for Child Care Advisory Council, Community Advisor of Junior League of Bakersfield, Editorial Board of *The Bakersfield Californian*, Girl Scouts Women’s Advisory Cabinet and Marketing Taskforce, Small Business Employers’ Advisory Committee, and Kern County Children and Families Commission Strategic Plan Implementation Advisory Committee. Cindy currently serves on the Mid State Development Corporation, U.S. Chamber of Commerce Committee of 100, and U.S. Chamber of Commerce Public Affairs Committee.

Cindy is a graduate of the Leadership Bakersfield Class of 1990. She was named “Woman of the Year” by the Bakersfield Chamber in 1995; earned a Sam Walton

Business Leader Award in 1999, for service to the customer, respect for the individual, and pursuit of excellence; was named a Girl Scouts “Women Inspiring Girls” in 2013; and was recognized by Assemblymember Rudy Salas as the 32nd Assembly District “Woman of the Year” in 2014.

Cindy serves as president and CEO of the Greater Bakersfield Chamber of Commerce and is a sought after speaker regarding local issues. Prior to joining the Chamber, she was manager of media relations in the legislative office of Pacific Gas and Electric Company, and later manager of local government relations for the Central Valley. Before joining PG& E, Cindy owned a public relations firm serving both large and small clients in the private and public sectors.

A Bakersfield native, Cindy holds a bachelor’s degree in English from the University of Southern California and a master’s degree in public administration from the University of LaVerne. She holds a lifetime community college teaching credential in business and industrial management.

Cindy loves a good movie, sports, and her USC Trojans. Fight on!

Cindy is married to her high school sweetheart, Mark. They have two adult sons: Spencer, 28—a Los Angeles-based musician; and Chad, 23—a recent graduate of Willamette University, in Salem, Oregon.

