



Lucinda Wallace



Lucinda is a highly accomplished business leader and directs the strategy, marketing and corporate development operations of Waterloo EDC in her role as Vice President, Marketing & Corporate Development. Her breadth of experience includes North American leadership roles in Procurement, Marketing, Sales and General Management, with recent tenure as an executive with Waterloo Region's largest food manufacturer, Dare Foods Limited.

Lucinda is currently a Board member of The Accelerator Centre, a Mentor for the local Women in Communications & Technology organization, and recently completed the Rotman ICD.D program for Board Governance for NFP. An alumna of Wilfrid Laurier University, Linda has developed a strong network locally as a passionate advocate of Waterloo Region.

In her free time, Lucinda enjoys reading, pod casts, spending time at the cottage and you will often see her out walking several times a day with her furry family members. Serving the Humane Society of Kitchener Waterloo & Stratford Perth allows her to support the local community and animals – both of which provide her tremendous joy.