

awf **peakawards**
HONOURING WOMEN IN FINANCE

supported by



2020-2021 PEAK Award Honouree
Cynthia Lim – Lifetime Achievement

presented by

mcmillan

The Association of Women in Finance is proud to honour Cynthia Lim with the 2020-2021 PEAK Award in the category of Lifetime Achievement.

As a Partner and Chief Operations Officer (previously CFO) at PCI Developments, Cynthia plays a crucial role in overseeing project financing and restructuring, human resources, information technology, administration, and corporate services. She is highly regarded in the real estate community for her accomplishments, values, intelligence, and diligence.

Cynthia began her career 35 years ago after completing her business degree at UBC with a specialty in Accounting and Management Information Systems. She obtained her accounting designation while working for various national and international retailers and wholesale distribution companies. In 1988, Cynthia joined PCI Developments, which was then a small local real estate developer and manager. She flourished as a Senior Accountant and was quickly promoted to Accounting Manager, and then Controller. In the early 2000s, after several years as member of PCI's senior leadership team, Cynthia was promoted to Vice President Finance and Chief Financial Officer and was invited into partnership at PCI. This is noteworthy as one of very few female equity partners in a sizable Vancouver real estate development company.

Over Cynthia's 30+ year tenure with PCI, the company has grown dramatically. Today, PCI is one of Metro Vancouver's most prolific real estate developers and investors, winning multiple awards and widely recognized for its ability to handle large scale, complex mixed-use projects and frequently partnering with some of Canada's premier pension funds. Notable PCI projects include: Marine Gateway at Cambie & Marine, King George Hub at King George Station in Surrey and Crossroads at Broadway & Cambie. Throughout this significant growth, Cynthia led PCI's highly respected accounting department and maintained robust cash flow management, thorough and timely project and financial reporting, internal controls, and critical decision-support.

Cynthia also leads PCI's human resources, administration and information technology functions. With Cynthia's valuable long-term contributions as a member of the executive team, PCI has implemented progressive employee policies and achieved many successes in various facets of their operation.

A passionate leader in her community, Cynthia has volunteered on parent advisory councils and community boards, mentored young professionals, and served as the Treasurer for Commercial Real Estate for Women (CREW). She particularly enjoys mentoring young women who are embarking on a real estate career.

Please join us in celebrating Cynthia's accomplishments. Congratulations, Cynthia!