

Cynthia Adams

Vice President

BPM



How would you describe your leadership style?

I would say I'm a leader who likes to teach and build passionate teams. I always want my teams to know the Why behind the What. Once we all understand the Why, I like to take it one step further and figure out How we can improve the What. It's always a team effort and discussion. Part of being a teacher is also recognizing your employee's strengths. Building a passionate team is when everyone else on the team knows each other's strengths too and are not afraid to lean on those strengths to make themselves better. Lastly, I love taking the time to develop their mindset with podcasts and books and having team building events.

What strategies can help the next generation of women leaders grow in their careers?

Let your supervisor know your vision. Share your short term and long-term goals. What departments or position(s) do you aspire to be and why? The vision of your supervisor might be completely different from yours without expressing yourself. This is an effective way to avoid conflict or leaving a perfectly good job because you are not on the career path you desire. Don't be scared to have a difference in opinion from your peers or supervisors. This can be twice as hard if you are the only women in the room or one of few women. However, some of the best outcomes are from healthy debates of different points of view.

Do you have a female role model and why?

My family and friends know my man crush is Dwayne "The Rock" Johnson but little do they know I have a bigger women crush on his ex-wife and business partner Dany Garcia. This woman is a powerhouse in her own right and the brains behind The Rock's success. She was a VP at Merrill Lynch before The Rock made it big in Hollywood. Later, becoming his manager and business partner. She is the founder of the Garcia Companies and is the first woman to own an equal or majority ownership stake in a major professional sports league in the US after purchasing the XFL. Not only is Dany Garcia a woman, but a Latina woman who is making major moves in Hollywood and in the food and beverage industry.

What is something on your bucket list you would like to accomplish?

I've always been fascinated by motivational speakers and comedians. I love how they can take real life events, turn them into a story and inspire an audience or have them bend over with laughter. I would like to challenge my stage fright and take the stage one day as a motivational speaker.

Where are you from?

As a Mexican American, my reply depends on who is asking the question. If the question is asked from another Hispanic person, I ask if they want to know my nationality or where do I live. Normally, it's my nationality. If the person is not Hispanic, they usually want to know where in the United States I am from. I'm a military brat who moved all over Texas. My father was in the Air Force for 26 years. I was born in Austin, Texas but have lived my adult life in Houston, Texas.

What is the best piece of advice you've ever received?

I went through a divorce at the age of 29. The next few years, I doubted if I had made the right decision. Always looking back. One day my mother looked at me and firmly said, "Hija, you cannot change the past. You must live with the decisions you made. Right or wrong. You made a choice, now move forward." With that little bit of advice, I'm more aware of my daily decisions and their outcome.