



Cynthia Venden Biography

Cyndi Venden is President & Owner of CVJ Performance Solutions LLC based in Madison, Wisconsin. She provides consulting and customized training solutions to enhance productivity and maximize performance, with an emphasis on leveraging learning to achieve business impact.

Her business currently takes her across the country to provide targeted training solutions to credit unions of all asset sizes, ranging from 50 million to 1.2 billion. She has proven success in facilitating the creation of robust sales environments and creating leaders who can effectively execute on plans and goals. Her practical approach emphasizes the translation of business strategies to expected behaviors for both leaders and front line staff. Whether working with group sizes of 4 or 100, she can translate expectations into action.

For over fifteen years, Cyndi worked in a variety of capacities at CUNA Mutual Group, an international financial services organization. She has led all aspects of the learning and development function from the design and development of learning to the implementation and support of a learning management system. She also benefited from success as a sales leader, which created insights about how to develop a business and performance environment conducive to supporting sales strategies and goals.

Cyndi received her Bachelor of Science degree in Education from the University of Wisconsin Madison. She also completed her M.B.A. with an emphasis in management development from Edgewood College in Madison (GPA of 4.0).

She can be reached via phone at 608.212-3574 or via e-mail at cvenden@cvjsolutions.com.