



Pamela Pecs Cytron

*Founder and CEO, Pendo Systems, Inc.
New Jersey, USA*

Pam Pecs Cytron has more than 30 years of financial services technology industry experience, including successfully growing companies from start-up to operational efficiency while consistently driving revenue increases. Her unique expertise includes a clear vision of tracking financial services technologies and developing innovative strategies to meet the industry's demands while keeping her focus on providing the ultimate customer experience.

Pam launched her current company, Pendo Systems, Inc., a New Jersey-based financial technology company in 2008. Pendo provides technology for the global capital markets industry and currently serves 25 percent of the US G-SIFI's and is specifically focused on extracting insights from unstructured data. In 2015, Pam pivoted Pendo Systems to create a machine learning platform that helps make financial institutions AI-ready by turning unstructured data into structured, AI-ready data sets at a machine scale.

Pam actively tracks industry trends and future opportunities. As a result, Pendo has received many accolades for their innovative products, for their team, and for Pam's leadership. She was named "Game Changer of the Year" and was nominated to participate in Fortune's Top 10 Women Entrepreneurs. Pendo Systems was named one of the 20 Most Promising Companies in Capital Markets Technology and is a two-time winner of SWIFT's Innotribe and Top Innovator Award.

Pam has held senior management roles at SunGard, DST, BlackRock, Netik, and Princeton Financial. Pam's leadership extends beyond Pendo to serving the community at the local, state and national level. She is the board chair of the National Youth Recovery Foundation (NYRF), a non-profit organization that supports young people in recovery from substance abuse. NYRF funds and promotes programs and public policy initiatives that increase access to treatment and aftercare, education, career and social networks, and that remove barriers to sustained recovery. She is also a breast cancer survivor and actively supports the American Cancer Society's Making Strides Against Breast Cancer.

Pam is a mother of a daughter, Samantha and a son, Max. She has been married for 26 years to her loving and supportive husband Andrew.