

Cynthia Barnes

**Founder, Black Women's Wealth Lab® /
Creator, The Extraction Recovery System™**

As founder of Black Women's Wealth Lab® and creator of The Extraction Recovery System™, Cynthia helps high-achieving corporate women, particularly Black women with decades of specialized expertise, stop subsidizing organizations with uncompensated intellectual property and start building enterprises of their own.

Her methodology is forensic, not motivational. Through proprietary frameworks including The Law of Worth™, the Corporate Extraction Dictionary™, and the Framework Value Formula™, Cynthia helps professionals document what they've built, calculate what it's worth, and price it without flinching. Across 17 forensic Value Audits™ she has documented more than \$124 million in economic value, and authored The Extraction Report, the first published forensic study of value capture at the principal tier. She audited herself first: her own documented Invoice Number™ runs from \$17.5 to \$52.5 million against \$60,000 in income.

The record backs it up. Three decades in sales, where she reached the top 1% nationally. Founder of the National Association of Women Sales Professionals, which she grew to 15,000 members and partnerships with Fortune 500 companies. The first Black woman to keynote OUTBOUND, the largest sales conference in the United States. A Salesforce Top Sales Influencer and multi-year honoree, a LinkedIn Top Voice, and a TEDx speaker.

Clients

AT&T | Bridgestone | Michelin | Autodesk | Google | TEDx

POINT OF CONTACT

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SPEAKING TOPICS

- **The Economics of Extraction: What Unprotected IP Costs Your Organization**
- **Thank You; It's True™: When Top Performers Build Frameworks They'll Never Own**
- **Document It, Trademark It, Invoice It: The IP Strategy Your Members Need**

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Your captivating presence and words have made an enduring impact on our members and allies, evident in the positive feedback we have received.

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