

Bio - Rockley**Whitney Rockley**

Whitney Rockley is an entrepreneurial venture capitalist that is refreshingly real. She is a co-founder of McRock Capital, a venture capital firm focused exclusively on the Industrial Internet. She brings over 15 years of investment, operating and strategic planning experience in large, established industries such as power, water and Oil & Gas.

She currently serves on the board of the Canadian Venture Capital Association and has had a number of impressive wins over the course of her career. She was one of the key investors behind RuggedCom, which was acquired by Siemens for almost half a billion dollars. She was an investor and board member of the Pressure Pipe Inspection Company (PPIC), which was sold to Calgary-based Pure Technologies. She was also a board member and investor in SpectraSensors, which was sold to Swiss-based Endress + Hauser.

Prior to co-founding McRock Capital, she was a Partner with a Zurich-based venture capital firm and Nomura New Energy Ventures in London, England. She has extensive experience setting up and managing corporate venture capital programs. In addition to PPIC and SpectraSensors, Rockley previously served as a Director of Senscient, TerraLUX, DeepFlex, and Novinium and was an early investor in Silicon Energy (acquired by Itron) and Capstone (NASDAQ: CPST). Having worked in London, Zurich, San Francisco, Calgary, Edmonton and Toronto, she has an impressive global network.