



June 8, 2017

McRock Co-founder, Whitney Rockley Named Chair of the Canadian Venture Capital & Private Equity Association



Toronto, Ontario--(June 8, 2017) - [McRock Capital](#), a leading venture capital fund manager focused exclusively on the Industrial Internet of Things (IIoT), announced today that [Whitney Rockley](#), Co-founder and Managing Partner, is the incoming Chair of the Canadian Venture Capital & Private Equity Association ([CVCA](#)). Whitney becomes the first female Chair of the association since its inception in 1974.

The CVCA is the voice of Canada's venture capital and private equity industry. The association works alongside its 240 member firms and provides research, collaboration and ensures sound public policy that encourages a favourable environment for private investment and innovation in Canada.

“Whitney is a deeply passionate about the private capital industry in Canada. She understands the importance of, and is committed to building, a vibrant and sustainable ecosystem that allows entrepreneurs to access the investment capital required to build globally competitive companies”, stated Peter van der Velden, Managing General Partner of [Lumira Capital](#) and Past Chairman of the CVCA

About McRock Capital – McRock is the first dedicated Industrial Internet of Things (IIoT) venture capital fund focused on the intersection of sensors and software in large industrial markets. The McRock team has a unique background of building high-growth venture-backed IIoT companies while also having worked in the power, water, oil and gas industries. McRock is backed by several leading institutional investors as well as Cisco Systems, Électricité de France (EDF), and Caterpillar.

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