



Cynthia "Cindy" Gold Ballard

June 20, 1956 - April 8, 2026

Cynthia "Cindy" Gold Ballard, 69, passed away on Wednesday, April 8, 2026, in Houston, Texas, surrounded by her family.

Cindy was born on June 20, 1956, in Houston, Texas, to Clara and Robert Gold. She was the eldest daughter of four children in a loving and close-knit family.

She graduated from Bellaire High School and then the University of Texas at Austin. After college, she met the love of her life, David Ballard, and the two shared 44 years of marriage, building a life centered on family and devoted to raising their daughter, Michel.

Cindy built a trailblazing career in financial services as an executive at PULSE, one of the nation's earliest ATM networks. As a founding employee, she played a key role in the company's growth and success, ultimately serving as Executive Vice President of Communications and Marketing and Secretary of the Board. Over her 30-year tenure, she earned respect for her leadership, hard work and integrity.

In retirement, Cindy and David enjoyed spending summers in Maine, walking the local beaches and exploring the coastal towns. They also cherished time at their home in Wilmette, Illinois, where they could be close to Michel, son-in-

law, Will, and grandson, Jack. Jack and his “Lulu” loved walking the beaches of Chicago’s North Shore, searching for shells, rocks, and sea glass, or sharing their favorite treat, mint chocolate chip ice cream.

Cindy was a sports fan who closely followed the Houston Astros and could often be found listening to sports talk radio. She also dedicated her time to supporting charities and volunteering, including with Dress for Success Houston, where she helped women navigate career transitions with confidence and dignity.

Cindy is preceded in death by her parents, Clara and Robert Gold. She is survived by her husband, David; her daughter, Michel, and son-in-law, Will; and her grandson, Jack, who brought her immense joy. She is also survived by her brother and sister-in-law, Yisroel and Zehava Gold; her sister, Julie Gold; and her sister and brother-in-law, Leslie and Aaron Roffwarg; as well as many nieces, nephews, cousins and lifelong friends.

A graveside service will be held at 11:00 a.m. on April 10, 2026, at Emanu El Memorial Park, 8341 Bissonnet Street, Houston, Texas 77074.

In lieu of flowers, donations may be made in Cindy’s memory to Alexander Jewish Family Service (<https://www.alexanderjfs.org/donate>) or Houston Food Bank (<https://www.houstonfoodbank.org/ways-to-give/give-funds/>).

Cemetery Details

Emanu El Memorial Park

8341 Bissonnet St
Houston, TX 77074

Previous Events

Graveside Service

APR 10. 11:00 AM (CT)

Emanu El Memorial Park
8341 Bissonnet St
Houston, TX 77074

Tribute Wall

MT

“ When I was hired at PULSE, Cindy was my boss’ boss. I still remember her meeting me in the lobby in 2008 when I was interviewing with the president of PULSE. She was so calm, collected and casual that she set me at ease. Throughout my career working with her, I admired her commitment to excellence, doing the right thing and showing up with grace. Even during stressful times, she never appeared rattled, she only wanted to address any issues and keep things moving. I am honored to be one of the many she mentored throughout the years. My last memory of her goes beyond the workplace. Several years after she retired from PULSE, my husband passed away. She came to his service without any fanfare. She hugged me and offered me tremendous support during one of the hardest days of my life. I will forever be grateful to her for that moment and the donation she made to the 100 Club in my husband’s name. Cindy was one of a kind, and I’m a better person for knowing her. I hope her family finds comfort in all the memories shared here and in other formats that speak to the remarkable person Cindy was and the impact she made for so many.

Melanie Tumbleson - April 11 at 02:21 PM

SA

“ Though I know I’ll never lose affection for people and things that went before I know I’ll stop and think about them in my life . I love you more.

Sherri Atlas - April 10 at 11:34 AM

HW

Beautiful Sherri

heather westendarp - April 10 at 01:27 PM

HW

“ I met Cindy when I was 8 years old in Sunday school.

We connected and had one beautiful adventure after another- in fact so many adventures that I am trying hard to remember them all! We went to middle school and high school and she was the best roommate after college . Cindy was in my wedding and I still feel bad for making her wear that ugly bridesmaid dress. She never complained.

She was my constant my connection to common sense. She would say- just think about it Heather.

She was funny and was engaging, brilliant a great dancer and really THERE for all the precious moments and all the hard ones too.

She always showed up

With her best self. When I had a problem- she was always there with a good simple answer.

Always the truth.

I also have cancer and from the moment she knew- she became a mentor in this journey.

She helped me in ways I will be counting for the rest of my life. May God Bless YOU and keep you always. you gave me so very much consistently.

A true blue I will keep in my heart and soul forever. I feel deep love and today sadness

But I will remember her her mantra- Onward!



heather westendarp - April 10 at 09:20 AM

SA

Beautiful

Sherri Atlas - April 10 at 10:28 AM

DF

words from you heart go to my heart

Dawn Fine - April 10 at 12:54 PM

SL

“ I am deeply saddened by the loss of Cindy. She was such a wonderful woman and a truly selfless leader. Her kindness was evident in everything she did, and her strength was an inspiration to all of us. She will be missed more than words can say. Sending your family love, hugs, and my most sincere prayers during this difficult time. Wishing you all peace and comfort.



sherri Langford - April 09 at 08:20 PM

AU

“ I had the good fortune of working closely with Cindy for several years before she retired from PULSE. She was a great boss, a mentor, and a friend. I learned so much from her and especially appreciated the high standard to which he held me. She made me a better employee. We shared a love of reading, and her book recommendations were always great. And, man, was she a good dancer!!! She had heart and soul and was a truly special human being.

Anne Uwabor - April 09 at 06:43 PM

HW

She. Was a good dancer!!

heather westendarp - April 10 at 08:59 AM

HW

And the best friend a gal could have

heather westendarp - April 10 at 08:59 AM

ML

“ *Mecie Hardin, with love purchased the Blue Caribbean Bouquet for the family of Cynthia "Cindy" Gold Ballard.*



Mecie Hardin, with love - April 09 at 03:26 PM

ML

“ *Mecie Hardin, with love planted a [Memorial Tree](/store/Product.aspx?ProductId=4518) in honor of Cynthia "Cindy" Gold Ballard.*

Mecie Hardin, with love - April 09 at 03:26 PM

BF

“ *Cindy was an extraordinary leader and a cherished friend. She inspired those around her to strive for their very best. Her remarkable work ethic at PULSE was evident in the people she mentored and collaborated with, myself included. Her impact and legacy will endure.*

My prayers are with her family and friends. Brenda Frankum

Brenda Frankum - April 09 at 02:29 PM

DJ

“ *David Jones purchased the Full Of Love Bouquet for the family of Cynthia "Cindy" Gold Ballard.*



David Jones - April 09 at 02:23 PM

DJ

“ David Jones planted a [Memorial Tree](/store/Product.aspx?ProductId=4518) in honor of Cynthia "Cindy" Gold Ballard.

David Jones - April 09 at 02:23 PM

MJ

“ Cindy was one of those rare and beautiful souls who made every room brighter simply by being in it. She had an extraordinary gift — the ability to see the best in people. Her life was a living reflection of the words: "Leadership is not about being the best, it's about bringing out the best in others."

Her personal style was uniquely her own — caring, honest, graceful, warm, and unforgettable. Her legacy lives on in every heart she touched, every life she lifted.

Rest peacefully, my dear friend, Cindy -- the world is better because you were here.

Maudie Johnson

Maudie Johnson - April 09 at 01:47 PM

DB

You knew her well, Maudie.

David Ballard - April 09 at 02:17 PM

DS

You captured Cindy perfectly Maudie. Denise Stigge

Denise Stigge - April 09 at 04:50 PM

HA

“ I’m so sorry for your loss. May her memory be a blessing. Hollis Auzenne

Hollis Auzenne - April 09 at 12:11 PM

MR

“ When I think of Aunt Cindy, I think of leadership and love. Her incredible professional career and her deep commitment to our family were perfect examples of the unique way she led, blending strength with genuine care for the people she loved.

She had an extraordinary way of making everyone feel seen. She remembered everything, and she was always the first to text me on my birthday or wish me good luck when something important was coming up. Those small but meaningful gestures gave me a sense of confidence, knowing that Aunt Cindy always had my back.

Being a loving leader is something you don’t come across often, but Aunt Cindy embodied it completely. And I know her daughter - my big cousin - will carry forward that same style of leadership that her mom taught her, continuing her legacy of love and strength.

Max Roffwarg - April 09 at 12:05 PM

SA

Beautifully said!

Sherri Atlas - April 09 at 01:28 PM

DB

Thank you, Max.

David Ballard - April 09 at 02:17 PM

HW

Max - thank you for posting this

heather westendarp - April 10 at 09:04 AM



“ Full Of Love Bouquet was purchased for the family of Cynthia "Cindy" Gold Ballard.



April 09 at 10:00 AM



“ Cindy Ballard, was my manager at Pulse - I'll always remember your dedication, professionalism, and drive to excellence. You pushed us to be our best, and I'll be forever grateful for your leadership. Rest in peace, Cindy. You'll be deeply missed 🙏.”

Ralynn Bowden - April 09 at 09:48 AM



She pushed us all to be our best

heather westendarp - April 10 at 09:04 AM



“ Cindy was indeed a trailblazer at PULSE. She was always open to new ideas and had the 'let's get it done' attitude. Only had a short 7 years to work with Cindy before her retirement, but those years were memorable one's as she took great care of the Sales Team with her marketing and communication skills. May peace and comfort be with your family for the time you did get to cherish Cindy in your lives as I am sure that same spirt went home with her every day to your family.

Marie Braeutigam - April 09 at 09:30 AM

FS

“ I am so sad to hear about the loss of my cousin Cindy. We were all very close growing up and playing together as I wasn't that much older than her, her brother and sister. Her mom cherished the closeness of our large family and we visited frequently between Houston and Galveston. Cindy, May you Rest In Peace and I will always love you and think of you as my little cousin LuLu.

Fannie Sherman - April 09 at 01:37 AM

DB

Thank you, Fannie....and LuLu became her grandmother name.

David Ballard - April 09 at 02:19 PM

FS

I love that she carried that name on. I can still hear Bobby calling her Cinthi Lou.

Fannie Sherman - April 09 at 05:19 PM