



Colleen Baldwin, BID, ARIDO, NCIDQ
(she / her)
*Vice President, Head of Global
Design Strategies & Transformation*

Colleen is passionate about design and how it can enhance people's lives, whether at work, at home or in the community. Graduating with a Bachelor of Interior Design from the University of Manitoba, Colleen has built her career focusing primarily on Workplace and Real Estate Strategies to support customer and employee requirements. She believes strongly in "inclusive design" practices, providing equal experiences for all.

Leading the **Global Design Strategy & Transformation** team at the Bank, she and her team of professionals in Design and Change Management are constantly exploring solutions for new and unique challenges. To help the Bank navigate the future, the team supports major strategic Retail and Workplace initiatives in the Bank's global Real Estate footprint, (22 million square feet, 2,400 properties across 30 countries). The Real Estate team supports the 90,000 employees to better service the Bank's 10 million clients.

Prior to the Bank, Colleen was a founding partner in a Toronto-based design firm, Straticom, executing programs across Canada, in the US and globally for many major organizations.

She is currently President-Elect of CoreNet Canada and a member of the OCAD (Ontario College of Art & Design) board. Previously, she held positions on Campfire Circle (then Camp Oochigae), Design Exchange, and ARIDO (Association of Registered Interior Designers of Ontario) boards.