

Samantha Estoesta

With over a decade of experience in equity, diversity and inclusion advocacy, I blend my skills in communications, community engagement, research, and design thinking to create experiences that elicit a sense of belonging - online and offline - and empower teams to be more equitable in their ideation and decision making, creating lasting culture change.

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APPLICABLE EXPERIENCE (SEE LINKEDIN FOR ADDITIONAL WORK EXPERIENCE)

TD - TD Lab, Kitchener, ON — *Manager, Equity in Innovation & Programs*

July 2021 - Present

Oversees Equity in Innovation portfolio of Enterprise Innovation; provides guidance on how to incorporate an equitable lens to TD Lab research, concepts and projects; share knowledge on current trends, considerations, and approaches within the team and relevant business units as a subject matter expert; built the ED&I Resource Hub so that internal TD team could replicate the process; created and executed an external pilot with CILAR.

TD - TD Lab, Kitchener, ON — *Equity & Inclusion Advocate*

June 2020 - June 2021

Applied an equitable lens to research, concepts, and projects created through the Innovation Centre of Excellence (TD Lab); expanded outreach and support for under-served communities; helped ensure Lab projects created experiences that elicit a sense of belonging and meets the needs of all current and potential users.

TD - TD Lab, Kitchener, ON — *Outreach Manager*

September 2017 - June 2021

Created the Lab's social media strategy, focusing on recruitment goals, leading to 75% of potential hires referencing the Lab's social media in the interview pipeline; facilitated external/internal Design Thinking workshops; aided in the management and execution of community engagement strategies, inclusive of funding and leading initiatives focused on equity, diversity, and inclusion.

Mad Hatter Technology, Kitchener, ON — *Community Engagement & Government Relations Manager*

February 2016 - September 2017

Created and executed community engagement strategies, inclusive of globally engaging 10,000 individuals through Mandy Bujold's Rio 2016 and #WeRally2021 digital campaigns; wireframed governmental and institutional websites; facilitated Design Thinking sessions.

APIRG - U of Alberta — *Working Group Coordinator*

July 2014 - May 2015

Successfully managed 15 working groups and 30+ volunteers, supported the board through equity training, development, and conflict management, ran workshops on a variety of equitable engagement strategies across the university and external communities.

NOTABLE EQUITY PROJECTS

TD — *Equity Resource Hub*

The Equity Resource Hub includes a five-step process that guides teams throughout the development process to not limit potential target audiences because of their own personal and professional experiences. It includes the consideration of aspects of diversity, such as race, gender identity, sexual orientation, and ability in the creation of Inclusive Personas. This process helps create more diverse, inclusive, and equitable personas for product and service design and development - from early ideation to later stage production.

CITIZEN SCIENCE ASSOCIATION — *Equity Mandate*

Advocated for and co-create the Inclusion, Diversity, and Equity Working Group; lead the creation of a mandate that centred on decolonization, the recognition of non-academic methods of data collection, and the importance of accessible and equitable language.

EQUITY TRAINING & FACILITATION

Over 600 hours of equity-based training and workshop facilitation over the last decade

EQUITY POLICY DEVELOPMENT

Created nearly 30 equity-centred policies still utilized at academic institutions across the country

EQUITY RESOURCE DESIGN

Designed and facilitated over a dozen unique equity programs

Created the ED&I Resource Hub for internal teams to replicate an equity process across TD, and subsequently created an open-source external version (public launch: April 2022).

EQUITY-BASED DESIGN THINKING

Certified in EquityXDesign methodology, and practitioner of Liberatory Design Thinking

EDUCATION

Royal Roads University
Masters of Arts in Intercultural Communications

University of Waterloo
Bachelors of Arts in Peace and Conflict Studies

AWARDS

TD
Vision in Action, 2021

TD
League of Excellence, 2021

Ontario Women's Directorate
Leading Women, Leading Girls, Building Communities Award, 2018

PRESS ON EQUITY PROJECTS

Equity Hub Press Release
→ <https://go.td.com/3wh7zJx>

Equity Hub Feature Story
→ <https://go.td.com/3u6Nvqp>