



**Colleen Baldwin, BID, ARIDO, NCIDQ**  
Global Design Director  
Scotiabank

Colleen graduated with a Bachelor of Interior Design, Faculty of Architecture at the University of Manitoba. Her career began in residential and retail design, but quickly moved to corporate commercial at BDI Facilities Management, where she executed major workplace programs for CIBC/Wood Gundy, Ogilvy & Mather, and SunLife's Canadian Head Quarters.

In 1994, Colleen and two partners founded Straticom Planning Associates. They developed the business over the next 20 years, partnering on many key projects, and executing programs across Canada, in the US and globally for many of our major accounts. Colleen led the company's business development and Workplace Strategy efforts, supporting companies on aligning their Real Estate & Workplace Strategy decisions to their business objectives.

In 2013, she accepted the position of Global Design Director at Scotiabank, seeking to understand the cultural impacts on workplace and retail at a global level. As a member of the Steering Committee, she worked with a cross-functional team, to support a major transformation program ("Way We Work – W3"), transitioning over 7,000 employees into an Activity-Based Work model. Colleen has also been instrumental in hiring globally renowned consultants (Gensler, HOK, IA, KPMB, Veldhoen and IDEO) and leading the Design Team to re-imagine their retail and workplace models in Canada, US, the Caribbean, Central & South America, and Pacific Alliance Countries (Mexico, Chile, Colombia & Peru).

Colleen continues to lead the Global Design Strategy & Transformation team, to help the Bank navigate the "during and post-COVID-19" world of work and support major strategic Retail and Workplace initiatives in the Bank's global Real Estate footprint.



**Monica Di Zio**

Director, Marketing and Innovation  
Crown Realty Partners

Monica Di Zio is a specialist in the branding and repositioning of commercial assets. She has a broad range of expertise with a background in brokerage and a past in the sales and marketing of low-rise residential communities. Monica joined Crown in 2014 and is responsible for the firm's marketing and innovation with a portfolio of over 2 Billion of real estate assets under management and over 7 Million square feet of office listings across Ontario.

Active in the real estate community Monica currently serves on the Leadership Council of CoreNet Global Canada, is a member of NAIOP Greater Toronto's Developing Leaders Committee and is Chair of NAIOP's Mentorship Program.



**Samantha S. Sannella**

Managing Director, Strategic Consulting  
Cushman & Wakefield

As Managing Director, Consulting Services, Ms. Sannella specializes in design management, workplace strategy, occupancy planning, scenario development, project management and holistic building/land solutions. Her combined background in architecture, urban design, interior design, construction, development, and consulting helps provide clients with strategies that are well-grounded through all phases of the real estate cycle.

Samantha's focus is providing real estate solutions that maximize the experience per square foot of the occupant while aligning with the organization's business objectives and culture. Her group focuses on real estate and built environment strategies that foster productivity, increase effectiveness, mitigate cost, and reduce risk to help clients solve the complex challenges encountered at the intersection of real estate and business. Services include Design Advisory, Workplace Strategy, Occupancy Planning, Site Selection, Employee Engagement and Change Management, Facility Programming, Building Repositioning Strategy, Portfolio Optimization and Land Use Strategies.

Ms. Sannella was formerly a Studio Director and Workplace Strategy Expert at Stantec Toronto, the former President and CEO of the Design Exchange, Canada's Design Museum and Centre for the Promotion of Design and a former professor of Interior Design at Ryerson University. Ms. Sannella was a practice leader for HOK Consulting Canada. As part of her career, Ms. Sannella has been instrumental to organizations through fundraising, public relations, and community involvement.

Ms. Sannella is passionate about Universal and Sustainable Design and teaches audiences about the critical connections between design and the economy, environment, and quality of life. In 2006, Ms. Sannella was named one of the top 10 most inspiring women in Canada and in March 2011, she was named Woman of the Month by Women's Post Magazine. In 2007, she was honoured by Ryerson University for her work within the design community. She has taught part-time at Ryerson for 15 years.

Ms. Sannella is also the founder of Urban Retreat Homes which focused on the development of single-family homes as well as the design/build of custom luxury homes in Ontario. Over the course of her career, Ms. Sannella extended her expertise in residential design and construction to the multi-residential market by managing the development of condominium projects in Toronto and Barrie.

Ms. Sannella was also a regular columnist for Reno and Decor Magazine and editor of Ontario Design.



**Jennifer Vopni**

Principal – V.P. Marketing & Business Development  
MARANT Construction Limited

Interested in all aspects of life, made it difficult for Jennifer to pick the “thing” from which she could carve out a career. But she did just that by trusting her instincts more, and the status quo less. Finding her “thing” happened organically, blending creative passion with social interaction and life experiences that culminated into, well, a career! Early on, she followed a family path that included advertising, public relations, and graphic design, which set the foundation for a leap into corporate marketing positions at various companies. One of these was a large furniture dealership, and she was hired as the Marketing Manager. It was this position that launched a 30-plus year career in the commercial real estate industry, which focused increasingly, over the years, on business planning and development. Upon joining MARANT in 2007 as V.P. of Marketing and Business Development, she brought a unique depth of experience to the role, including furniture manufacturing and distribution, architectural and interior design consultation, brokerage (licenced), strategic workplace planning, and project implementation. Jennifer continues to mentor young female leaders in the industry, helping them navigate diverse cultural landscapes that are still evolving.



**Andrea Wolf**

Vice President, Real Estate & Workplace Strategy | Global Colliers International

As the Vice President, Real Estate & Workplace Strategy, Global for Colliers International Group Inc., Andrea has responsibility for the Colliers leased office portfolio around the world.

With more than 25 years of experience in Corporate Insurance, Risk Management and Corporate Real Estate in the private sector she is recognized as an expert in workplace strategy and has been a trusted advisor to many Fortune 500 companies through-out her career such as American Express, Volkswagen, Sunlife Financial, and the TD Bank Financial Group. She now shares her expertise internally with Colliers as they navigate the ever-changing workplace.

She is an award-winning faculty member of CoreNet Global's MCR professional designation and often speaks at Conferences on Workplace and Organizational Strategy, Change Management and the impact technological advances are having on the work force.