

# Speaker Media Kit

Sustainability Experts | Leaders in Sustainable Transportation



pointA is a national non-profit organization dedicated to creating accessible and sustainable transportation options for everyone. Our vision is to connect people to the places they want to go in ways that benefit the environment, strengthen the economy, and enhance community well-being.

Through our work, we empower organizations and individuals with the tools and knowledge they need to make informed commuting choices. We provide consulting, resources, education, program implementation, and data analysis to drive positive change and make sustainable transportation an attainable choice for all. We are experts in sustainability with a focus on sustainable transportation.

## Choose Us As Your Event Partner



### **In Person and Online Local or National**

Our speakers are available as keynotes, panelists, or webinars



### **Engaging, Relevant and Flexible**

We customize our speaking points based on your audience and goals



### **Expertise and Passion**

We are sustainable transportation experts and we bring our passion to every event

Contact us:  
[info@pointa.ca](mailto:info@pointa.ca) | (647)-457-0338  
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# Speaker Profiles

Meet the experts leading our suite of sustainable commuting programs



## Dorinda So

Executive Director of pointA

Dorinda has been pointA's Executive Director since 2019. She is an international speaker and recognized thought leader having authored over 60 publications on many topics, including on environment policy and transportation infrastructure.

Dorinda holds an MA and BBA and is a certified Project Management Professional. She holds additional certifications in Results-Based Accountability, Motivational Interviewing, and corporate design thinking.

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### Speaking Topics



**Sustainable Transportation**



**Talent Retention and Attraction**



**Economic and Transportation Policy**

### Past Speaking Engagements

- Panelist, “Industry Perspectives on Workforce Training” at Workforce Readiness: Strategic Collaboration for Skills Development workshop event hosted by the City of Toronto.
- Graduate-level University Guest Lecturer (McMaster University, – Green Engineering, Sustainability and Public Policy; University of Toronto – operations management; sustainable transportation; economic clusters in an urban planning context).
- Panel moderator – TCI Network European Conference (2018) in Sofia, Bulgaria
- Keynote panelist – 3rd Annual St Petersburg International Conference on Clusters in St Petersburg, Russian Federation
- Podcast: Future Skills Centre podcast, presented by the Conference Board of Canada – “Supporting the Future of Small Business and Entrepreneurs through Skills Development”

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## Amanda Nasturzio

Senior Program Manager at pointA

Amanda is pointA's Senior Program Manager and leads pointA's program team with her results-driven approaches and design thinking solutions. She brings a background in research, design and strategy to help elevate pointA's sustainable transportation initiatives and innovations.

Her training and education in strategy and research has helped her build a unique toolkit of methodologies helpful for tackling societal challenges like sustainable transportation. She has extensive experience in delivering and facilitating workshops that are customized to workplace needs.

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### Speaking Topics



**Utilizing User Experience Design for Creating Workplace TDM Solutions**



**Building Low-Carbon Strategies That Benefit People and the Planet**



**Developing Workshops to Tackle Your Workplace Challenges**

### Past Speaking Engagements

- Panel Moderator
- Charrette Workshop Facilitator

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## Jesse Han

Program Manager at pointA

Jesse is pointA's Program Manager. He facilitates the Smart Commute program across North Toronto and Vaughan. Additionally, he manages pointA's shuttle bus program.

Jesse brings innovative ideas that evolve the impact of transportation demand management (TDM) research and programming. His expertise in climate research, geographic information sciences (GIS), and entrepreneurial spirit has helped him develop unique methodologies to support sustainable transportation.

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### Speaking Topics



**The Impact of Bicycle Lanes:  
How Infrastructure Drives  
Behavior Change**



**Developing Programs to Improve  
Your Workplace's Commuting  
Challenges**

### Past Speaking Engagements

- Carpooling Webinar- Smart Commute 2024

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## Amélie Chanda

Program Manager of pointA

Amélie is pointA's bilingual Program Manager, seamlessly integrating her expertise in sustainability, community wellness, and strategic leadership into her work. A dynamic and inspiring speaker, Amélie has captivated audiences as a keynote speaker, panelist, and event host at tourism, economic development, and women's empowerment events.

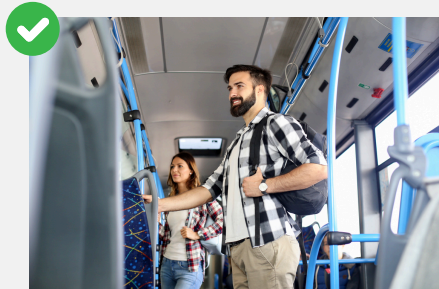
Amélie has a proven track record in stakeholder engagement, strategy development, and bilingual communication.

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### Speaking Topics



Developing Healthy Habits to Reduce Commuter Stress



The Ripple Effect of Sustainable Commuting

### Past Speaking Engagements

- Keynote Speaker- Southern Ontario Tourism Summit 2023
- Keynote Speaker- Tourism Day 2023- Ontario Southwest Tourism Corporation
- Keynote Speaker- FemFolk Virtual Summit 2021
- Keynote Speaker- FemFolk Live 2019
- Host- Norfolk County Economic Development Symposium (2019, 2020)
- Keynote Speaker- Norfolk County Economic Development Symposium 2018

# Contact Us

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## Why Invite Us to Speak?

Employees across Canada feel the daily challenges of commuting, from navigating return-to-work policies to facing skyrocketing transportation costs, lack of parking, and time lost in traffic. All of which lowers performance and overall well-being.

By inviting us to speak, you're bringing actionable insights to your audience that empower them to address these issues head-on. We don't just talk about transportation; we inspire behavior changes that shape the future of work. Our tailored approach connects the dots to solutions that work for organizations of all sizes.

[Book A Call Today](#)

## Our Trusted Partners

We've had the privilege of collaborating with forward-thinking organizations across diverse industries, helping them create impactful solutions for their employees and communities.



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