



## **Allana Schmidt**

Allana Schmidt is a dynamic, future-focused leader with two decades of experience navigating complex, regulated and people-intensive sectors, including healthcare, tech, media, retail and advertising. Her executive leadership experience is concentrated in large-scale business transformation, operations and people strategy, at both the national and global level.

In her current role as Vice President, Global People Strategy & Solutions at IntouchCX, Allana has led portfolios including enterprise-wide organizational management, transformation strategies, global ESG and DEI strategy, talent acquisition, organizational design, community partnerships and people analytics – serving a workforce of over 35,000 across 14 countries. An award-winning leader and experienced speaker on the future of work and leadership, she has spoken at national conferences and contributes her expertise through advisory and review board roles focused on leadership, organizational effectiveness, and psychological health and safety.

She believes strong organizational performance starts with trust, accountability and clarity, aligning culture, capability and results with strategic priorities to accelerate innovation and deliver sustainable growth.

Allana holds a CPHR designation, an advanced degree, and is a graduate of executive programs from both the Wharton School and Smith School of Business.

In the early part of her career, before transitioning into business leadership, she served as a clinical social worker in HSC's Adult Emergency Department – an experience that shaped her commitment to community resilience and inclusive growth. She brings to her governance work a commitment to aligning community impact with organizational strength, ensuring the work serves both people and objectives.

Born and raised in Manitoba, Allana lives in the greater Winnipeg metropolitan area with her husband and teenage son.

“I joined the HSC Foundation Board because I believe that access to leading care, innovation and research strengthens both health outcomes and community resilience. Early in my career, I worked as a clinical social worker in HSC's Adult Emergency Department, which gave me a first-hand understanding of the organization's role in Manitoba's health system. Serving on the Board allows me to bring that perspective, along with my professional experience, to support the Foundation's ongoing community impact.” – **Allana Schmidt**