Maria Siddiqui

Amplify Impact Innovations Lead | HP Canada







To become the World's most sustainable and just technology company by 2030



Educate, excite and empower partners to drive lasting positive change and maximize business opportunities by extending HP's Sustainable Impact Strategy



ROLE AND RESPONSIBILITIES

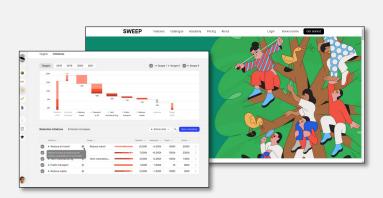
- Manage and lead carbon footprint pilot project
- Plan and develop program dashboards and reports
- Develop demos, presentations, and reports for project rollouts
- Own and lead user interface and experience improvements for all Partner and Executive facing tools and digital products
- Support Amplify Impact project team on content reviews, presentations, auditing of tools, and other tasks within the project

KEY TAKEAWAYS

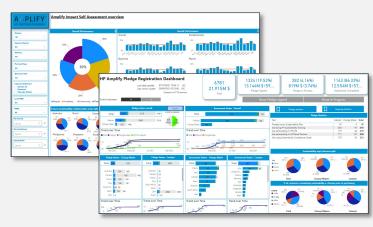
- We are moving towards a more sustainable world, and businesses just need a guiding hand.
- A program like HP Amplify Impact is a blueprint for building sustainable business models and integrating sustainability into existing businesses
- Empowerment is highly enabling
- Collaboration and adaptability are essential
- When in doubt, ask

ACCOMPLISHMENTS

Led the carbon footprint pilot program with 5 global partners and ensured they successfully completed it within the time frame



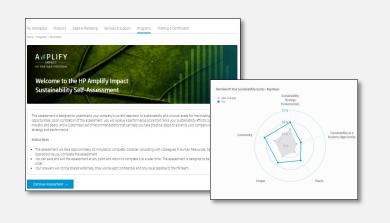
Planned and developed dashboards and reports for the team that will be used throughout the organization



Audited the Partner
Portal in 7 languages
and led the project for
content and user
experience
improvements



Conducted a full user
experience review of
the Sustainability SelfAssessment tool to
improve the tool for 2022



Developed and submitted an entry on behalf of the program to a **prestigious Awards** category

