



**Melanie Evely**, Senior Leader, Marketing, Brand and Communications, TD Bank

Melanie Evely is a seasoned senior leader with 20+ years' experience across the disciplines of marketing, brand, and communications. She's passionate about leading strategic and purposeful work that is always customer centric and driven. Her experience and work has spanned the Agency, Financial, and Telecommunications industries in Canada and the United States. Melanie has a reputation of being committed to and championing the brands she leads; this

also translates in her formal and informal leadership as she's passionate about helping others to realize their potential and reach their goals.

As Senior Group Manager, Brand and Corporate Citizenship at TD (TD Bank Group), Melanie is responsible for the strategic development and team execution social impact marketing initiatives, demonstrating TD is a brand with purpose through the TD Ready commitment platform. Her accountabilities also include leading Diversity and Inclusion enterprise focused marketing initiatives. Melanie holds a Bachelor of Commerce degree – major in Marketing and minor in Communications from Ryerson University. In her spare time enjoys travelling, sports and creating fun moments with family and friends.