



AMANDA MINUK

ARLINGTON ALLIANCE PARTNER

*“Meaningful work is an imperative for top talent. I’m thrilled to be an Alliance Partner with Lisa and her team at Arlington Partners as we share a common belief that there’s more to a job than a paycheque (but that’s still important) and in the power of using your skills for good. 76% of Millennials consider a company’s social and environmental commitments when deciding where to work. Social innovators, like Lisa, are always thinking about doing things not just differently, but better. More professionals are choosing their jobs by the impact they can have on the world. “*

Amanda Minuk, the Co-Founder and Chief Executive Officer of Bmeaningful, is a forward-thinking relationship and brand builder, dedicated to helping people and companies work with purpose. She has a deep understanding of how meaningful work can be used as a lever to attract and retain top talent and what organizations need to take into consideration in order to win the talent war.

Bmeaningful is a career site that specializes in jobs across corporate social responsibility, sustainability, non-profit and social purpose businesses. Amanda is on a mission to get more top talent interested and engaged in social impact careers.

Amanda is a marketer with almost a decade of experience working in both the private and non-profit sectors. Prior to founding Bmeaningful, Amanda worked as the Marketing Manager for Right To Play, a global NGO based in Toronto, Canada.

Amanda has a MBA from the Rotman School of Business at the University of Toronto.