**ADEDOYIN ADESINA** (BDS, MSc, ICP-APM)

343 881 9587 | [adedoyincadesina@gmail.com](mailto:adedoyincadesina@gmail.com) | Ottawa, Canada

**Application for Senior Manager, Public Education Programs**

Dear Hiring Committee,

When public education programs lose relevance or connection, curiosity wanes, participation drops, and democratic understanding weakens. When outreach doesn’t reflect the diversity of the people it serves, engagement narrows, and learning loses impact.

That’s where I come in.

As a former Senior Manager with the National Health Service (NHS) in England and now Antiracism Specialist with the City of Ottawa, I have spent my career leading public programs that educate, engage, and inspire the residents of communities across the country. At the NHS, I directed large-scale service improvement and learning initiatives across multiple national hospitals, blending data, design, and storytelling to make complex systems understandable to the public. In Ottawa, I lead city-wide education and engagement programs that strengthen community trust and build understanding across 17,000 employees and nine departments.

I also led the Ottawa Youth Financial Literacy Program, a city-wide learning initiative that reached thousands of young people and indirectly strengthened civic awareness across Ottawa households. By collaborating with schools, community organizations, and multiple City departments, we equipped youth with critical life and decision-making skills. The program’s reach extended well beyond classrooms, sparking intergenerational conversations about financial inclusion and responsibility, and helping residents see the City as a partner in lifelong learning.

With a Master’s degree in Management, expertise in data analytics, and significant experience in strategic program planning, evaluation, and delivery, I bring both operational discipline and creative leadership. My approach is people-focused, evidence-based, and deeply collaborative.

The Library of Parliament plays a vital role in helping Canadians understand their democracy. I am drawn to this mission because it aligns with what I do best: building engaging public learning experiences that make complex ideas accessible, meaningful, and inclusive. I would be honoured to bring my leadership and program development experience to this role, helping connect Canadians with Parliament in ways that inspire participation and belonging.

Sincerely,

Adedoyin Adesina

16/Oct/2025

Resume: Enclosed.

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**Summary**

Strategic public-sector leader with a record of designing and delivering large-scale education, outreach, and engagement programs. Former Senior Manager with the National Health Service (NHS) and current Antiracism Specialist with the City of Ottawa, recognized for turning civic learning and inclusion goals into measurable, high-impact results.

**Areas of Expertise**

Public Education & Engagement Strategy

Program Planning & Evaluation

Visitor & Client Experience

Cross-Sector Partnerships

Learning Design & Facilitation

Project & Delivery Management

Financial Oversight & Performance Improvement

Stakeholder Communication

Inclusive Leadership

**WORK EXPERIENCE**

**City of Ottawa, Canada.**

*(Municipal Government of the capital of Canada)*

**Antiracism Specialist** Jan 2024 – Present

Lead city-wide public education and engagement initiatives for 17,000 staff across nine departments. Develop and deliver inclusive learning programs that enhance civic literacy and community connection.

* Directed the Ottawa Youth Financial Literacy Program, engaging over 2,000 young people across all wards and increasing youth civic participation significantly.
* Led the Anti-Racism Workshop and Conversation Series for City staff and earned the City’s Highest Service Award for advancing workplace learning and inclusion.
* Produced and managed the City-wide Black History Month Engagement Series, improving participation by 43% and strengthening partnerships with 12 community groups.

**National Health Service (NHS),** Bath & Croydon, England

*(NHS Trust, providing health care for all UK citizens and residents)*

**Operational Improvement Manager**  Dec 2023 – Jun 2024

**Workstreams Lead** Nov 2022 – May 2023

Provided strategic leadership across multiple hospital trusts within the National Health Service (NHS), focusing on operational improvement, educational program delivery, and public engagement. Oversaw the planning, implementation, and evaluation of multi-site initiatives that strengthened service accessibility, staff capability, and community trust.

* Designed and implemented a hospital-wide improvement and learning strategy that integrated staff education, patient communication, and service optimization. This reduced procedural delays by 14%, improved patient satisfaction scores, and achieved annual savings of $1.7 million.
* Led multidisciplinary project teams across Bath and Croydon NHS trusts, improving digital communication systems and educational delivery methods that reached more than 250,000 patients and staff annually.
* Introduced performance and evaluation frameworks for program quality and impact, ensuring consistent alignment with national healthcare and education standards.
* Enhanced internal and external communications, creating clear, accessible information resources for patients, families, and communities, resulting in a 21% improvement in turnaround times and 18% higher staff engagement.
* Managed program budgets, procurement, and external contractor relationships, ensuring accountability and value-for-money within large-scale service improvement portfolios.
* Collaborated with national and regional leadership to strengthen governance and align program outcomes with broader NHS public health education goals.

**StarLink Resources (pty) Ltd,** Cape Town

**Project Manager**  Jun 2019 – Oct 2022

Oversaw complex, multi-country project portfolios focused on operational improvement, public engagement, and corporate social responsibility.

* Managed delivery portfolios valued at $12.8 million, achieving completion rates 12% faster than industry benchmarks while maintaining full compliance and cost control.
* Led stakeholder engagement and communication programs, coordinating diverse cultural and professional groups to improve service adoption and client satisfaction across three countries.
* Developed and implemented internal capacity-building and learning programs, improving staff performance metrics and retention across departments.
* Introduced financial and project governance frameworks that increased transparency, reduced risk exposure by 15%, and enhanced accountability in resource allocation.

**Education**

University of Chester, England Master of Science (MSc) –Management

University of Benin, Nigeria Bachelor of Dental Surgery (BDS)

**Additional Skills**

* Bilingual (English & French, functional proficiency)
* Advanced data analytics and visualization skills
* Certified Project and Delivery Management Professional
* Knowledge of Gender-Based Analysis Plus (GBA Plus) and the Accessible Canada Act
* Skilled in developing inclusive, accessible, and engaging public education programs