



**Irina Sedenko** is an Associate Member with Alpha Insights in Toronto. Irina has extensive technology and consulting expertise.

In more than 15 years of experience working with content, she has designed and delivered ECM solutions, defined company content analytics strategy and developed go-to-market approaches, and helped organizations derive business value and insights from unstructured data.

Irina is focusing her Big Data expertise on the analysis of text, audio and video data, and integrated solutions using the entire range of the data available to the organization.

**Career**

- Founder and Solution Architect, Sedenko Consulting Inc.
- Senior Manager, Accenture
- Application Architect and Project Manager, TELUS
- Technical Architect, BroadVision
- Principal Consultant, Interleaf

**Professional**

- MBA, Queen’s University
- MIT Certificate, Tackling the Challenges of Big Data
- UofT Certificate, Big Data – Management of Enterprise Data Analytics (completion Dec 2015)
- AIIM First Canadian Chapter, Board Member

**Representative Accomplishments**

- Led definition and development of content analytics offering for clients across different industries and applications of the technology.
- Helped clients to define business case and solution approach to achieve business goals by analyzing insights provided by content analytics.
- Led delivery of complex multi-release multi-million dollar implementation of a data-driven web-based quote-to-order system, reducing quote cycle time from weeks to two days while improving customer retention and increasing profitability.
- Led cross-functional project team on intranet development project. The project goal was to implement a unified employee portal integrated with a wide range of internal applications and an enterprise content management system.
- Led multiple projects to help clients define the technology strategy, roadmap, and implementations plans needed to reach their business objectives.
- Led multiple implementation projects and acted as a solution architect while helping the clients develop the business case for the solution.