

IRENE JEREMIC

CORPORATE EXECUTIVE ADVISOR (CEA) and CIO,
Head of eCommerce, IT and Sales Services,
Stork Craft Manufacturing Inc.
Age: 38



About 5 years ago, Irene Jeremic was approached by Stork Craft Manufacturing, a local 1500 employee company, to perform an IT makeover of the entire corporation and establish business solutions for advanced commerce. In response to emerging low-cost labor markets in Asia, the company took manufacturing off-shore, but still could not compete having relied on obsolete business solutions, manual procedures and inefficient workflow.

Jeremic accepted a challenge as Stork Craft's Chief Information Officer (CIO) and Head of eCommerce, IT and Sales Services, leading her teams through eCommerce growth from 5% to 50% of the corporate business and established the first Internet channel for Wal-Mart and Stork Craft in Canada. Jeremic won two professional awards for the company: Dell's Top Ten Businesses (2005) that placed the company among top ten businesses in Canada and CIO 100 Honoree (2009) that placed the company among top 100 businesses in North America.

Now she is Stork Craft's Corporate Executive Advisor (CEA), CIO portfolio and her work is legacy in the areas of eCommerce, Inside Sales, Customer Service and Information Technology. For her CIO work on the company's business renaissance 2005-2009, Jeremic became the 1st honoree of the Stork

Craft companies. In a male dominated industry, she is also the 1st and only woman executive in the history of the 64 year old Stork Craft. In 2005, she was identified as a planned CEO succession.

Tasked with the company makeover, Jeremic first performed a comprehensive business process evaluation and initiated an organization-wide cultural change that transformed vital parts of Stork Craft's business. In the same year, she designed an award-winning business infrastructure that hosted new Internet solutions, before engineering a new eCommerce model that shortened a drop-ship delivery time to two days from four weeks.

The model rekindled an eCommerce partnerships with Toys"R"Us in the U.S. and set a framework for unlimited business growth. With her teams, Jeremic integrated eCommerce with the largest North American retail chains: Wal-Mart, Amazon, Target, Sears, Costco, Bed, Bath and Beyond, United Consumer Club and others.

Jeremic was also tasked with turning around an inefficient Ragazzi operation, that enabled acquisitions of other two brands: Canwood and Status.

With a background in engineering and a Computer Science Degree from Simon Fraser University, Jeremic completed her MBA at Athabasca University. Before joining Stork Craft, Jeremic was vice president for Business



and Customer Relations at eLearningSolutions, a spin-off company of SFU, where she managed business development and Internet technology projects for United Nations. She is also finding the time to mentor Young Women in Business and supports SFU's Bridging Online, avidly advocating for corporate philanthropy and ethical business practices.

Her secret to success, she says, is quickly creating a vision and staying focused through the project completion. She is a true Stork Craft Icon.