

YWIB PROFILE – IRENE JEREMIC

Corporate Executive Advisor CIO and Head of eCommerce, IT and Sales Services, Stork Craft



Did you ever ask yourself who is the woman behind the shipping your Stork Craft Baby cribs worldwide? In mid 2000s, a 60-year old national furniture producer experienced a deep crisis and approached Irene Jeremic to perform a technology-assisted makeover for their company.

For over four years, Jeremic has been Stork Craft's Chief Information Officer (CIO) and Head of eCommerce, Sales Services and Information Technology and is now their Corporate Executive Advisor (CEA) CIO Portfolio. After she gave a makeover to Stork Craft, she was named the 1st Honoree of their companies: Stork Craft, Ragazzi, Status and Canwood.

In 2000s, many Canadian manufacturers went under as they could no longer compete with far more advanced competition. Many tried to outsource production, but lacked technology for mass-distributing. How did Irene get inspired?

“My son, now 14, grew up in a Stork Craft crib. At that time, there was no eCommerce and Internet was just becoming popular. Parents waited eight weeks for the crib to be delivered,” recalls Jeremic. “When Stork Craft asked me to join them, my first goal was to change this for all mothers and their babies. My vision was to develop eCommerce for Stork Craft worldwide to drop-ship furniture on a 48 hour schedule. ”

Jeremic first designed a business architecture for Stork Craft (Dell's Top 10 Award '05) and kept working on business solutions for the full corporate renaissance. When she developed a new model for drop-shipping, it reduced the fulfillment time from 3-4 weeks to 2-3 days. Her eCommerce business model was used for BabiesRUs, Wal-Mart US, Target, Amazon, Sears, Kmart, United Consumers Club, CSN Stores and all US independents, and gradually led to the Internet innovation with Wal-Mart Canada (CIO 100 Honoree Award '09). It was the 1st Internet Sales channel in Canada for both Stork Craft and Wal-Mart. For her impact on the BC industry, Jeremic was also named Business in Vancouver's Top 40 Under 40.

Award-winning business solutions Jeremic established for Stork Craft and affiliated brands are now legacy in the areas of eCommerce, Inside Sales, Customer Service, Sales Support, Information Technology and Electronic Data Interchange. Jeremic is also credited with establishing the 1st Co-Op relationship between the Simon Fraser University and Stork Craft. Before Stork Craft, Jeremic was VP Business and Customer Relations with eLearning Solutions. In 2005, she was named the Rising Star of Athabasca University for academic achievements and work with local charities. She is a distinguished speaker at CIO Summit. In addition to an MBA from Athabasca University she holds a Bachelor's from the Simon Fraser University.