

AIIM First Canadian Chapter is excited to offer our members a chance to learn more about how to establish a career in Enterprise Content Management. This session will provide valuable insights through a panel of industry professionals, each with unique backgrounds, skills, and journeys to their current roles in the ECM field.

ECM is a very broad field that at times can be challenging to figure out where different paths can take you.

Some questions you might have in your career are:

- Am I on the right path to success?
- What do I need to become qualified to compete in this industry?
- What are the benefits to becoming certified in a field?
- Which sub-fields have more opportunities?

Get some insight through a panel of expert industry professionals of how they got to where they are now.

PROGRAM INFORMATION

Date: Thursday, October 22, 2015

Registration: 8:00 – 9:00 a.m.

Seminar: 9:00 - 10:30 a.m.

Networking: 10:30 - 10:45 a.m.

Location: The National Club, 303 Bay Street, Toronto, Ontario

Cost per Workshop: \$35 AIIM Members / \$45 Non-AIIM Members

DRESS CODE: The National Club requires business casual dress. No jeans, runners, shorts or logo golf shirts are allowed.

To register, please [click here](#) or cut and paste this link: <https://aiimoct222015.eventbrite.ca>



Rob Hanna, ECMs

Rob is the president of Precision Content Authoring Solutions Inc. (www.precisioncontent.com) and an expert in structured authoring and content management. He holds a designation from AIIM.org as a certified Enterprise Content Management Specialist (ECMs) and is a named Fellow of the Society for Technical Communication (STC). Rob is a member of the OASIS DITA Technical Committee and an executive member of the First Canadian Chapter of AIIM in Toronto. Rob's company employs a team of skilled information architects and technical communicators that help organizations make their information easier to use. For more information, please see <http://www.linkedin.com/in/singlesourceror>.



Janet de Guzman, Director, Compliance Group at OpenText

Janet de Guzman is Director, Compliance Group at OpenText which is responsible for monitoring the global regulatory landscape and positioning OpenText to provide best practice governance and compliance solutions and services for their customers. Prior to joining OpenText, Janet was an Enterprise Information Management (EIM) Practitioner and Leader for CGI's Toronto EIM Practice.

Since entering the EIM field 12+ years ago, Janet has held several positions including within professional services, sales, and program management.

Janet was also a long-time instructor at the University of Toronto Faculty of Information where she taught "IM Analyses" for the Professional Certificate in Information Management.



Irina Sedenko, Sedenko Consulting Inc.

Irina has more than 15 years of experience working with content. Her expertise includes designing and delivering ECM solutions, defining content analytics strategy and go-to-market approaches with helping organizations get business value and insights from unstructured data.

Irina holds a MBA degree from Queen's University and is an active board member of the AIIM First Canadian Chapter.



Jed Cawthorne. Director Business Technology Strategy & KM, Legal, Corporate & Compliance Group at BMO

Jed has worked in information management and ECM since joining the Science Faculty of the Open University in the UK in 2000, where he first learnt about metadata as the Science Data Archiving Manager for the Beagle 2 Mars lander, part of the ESA Mars Express mission.

Since moving to Canada 7 years ago, Jed has held a number of ECM, Knowledge Management and Intranet specific roles, both as a consultant and internal resource for companies including Canadian Tire, KPMG Global and BMO.

Jed holds multiple AIIM certificates, a BSc(Hons) in Computing and an MBA. He is a member of the University of Toronto School of Continuing Studies curriculum development group and an instructor on the iSchool "Setting the Management Framework for Information Management" course.

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