

# **Jason Bremner**

**Research Vice President, Industry and Business Solutions at International Data Corporation (IDC)**

Toronto, ON, CA

Jason Bremner leads team of experts helping clients succeed in the software and services markets in Canada.

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## **Description**

Jason Bremner is Research Vice President of the Industry and Business Solutions analyst team at IDC Canada. His team researches the application software and business services markets in Canada, with specific focus on how different industries are investing in cloud, analytics, mobility and social technologies to accelerate digital transformation.

The analyst team that Mr. Bremner leads helps technology vendors, IT professionals and business executives make insight-driven, strategic decisions on technology marketing, sales and deployments. He has worked with many leading technology vendors as a consultant and employee.

Mr. Bremner is also the lead analyst for Strategic Sourcing, providing research insights and thought leadership on the key issues and trends affecting the outsourcing markets. Primary focus areas include outsourcing contract analysis, vendor positioning in the areas of infrastructure outsourcing.

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## **Topics**

Outsourcing, Enterprise Applications, Cloud Services, Digital Transformation, Cognitive Computing, IoT & Mobility

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## **Past Talks**

**Digital Transformation & Innovation Centres**

IDC Canada Executive Council 2017

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## **Education**

**Queen's University**

M.B.A. Marketing

**British Columbia Institute of Technology**

Diploma Computer Systems Technology

**Simon Fraser University**

B.B.A. Marketing

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