

# **Mira Perry**

**Research Manager, Enterprise Applications at International Data Corporation (IDC)**

Toronto, ON, CA

Experienced analyst covering big data and analytics, collaborative software technologies and cloud computing.

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## **Biography**

Mira Perry is the Research Manager for IDC Canada's Enterprise Applications practice. She joins the IDC Canada team after 5 years with IDC's Worldwide Software Business Solutions Group where she provided analysis of and guidance on the channel programs of global software vendors.

As the lead analyst for Canada's Enterprise Applications practice, Ms. Perry's research portfolio covers a broad range of enterprise application software offerings including Big Data, Social Business, and Cloud Solutions. She brings a depth of sales, marketing, and channel experience to this role, providing insight and analysis on the product portfolios and go-to market strategies of Canadian software vendors.

Ms. Perry's business experience includes roles in business development, operations, marketing and public relations. After several years in the pharmaceutical industry, she transitioned to the technology industry where she spent over ten years leading global and regional initiatives for IBM and Microsoft.

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## **Areas of Expertise**

Artificial Intelligence, Cognitive Computing, Collaborative Technologies, Social Business, Cloud software, Big Data & Analytics

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## **Associated IDC Services**

Canadian Cognitive/Artificial Intelligence and Analytics Solutions, Canadian Cloud Services: Overview, Canadian Semiannual Software Tracker, Semiannual Cognitive/Artificial Intelligence Systems Tracker - Canada Region, Semiannual Cognitive/Artificial Intelligence Systems Spending Guide - Canada Region

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## **Event Appearances**

### **Artificial Intelligence in Canada**

IDC Directions Canada 2018

### **The Evolution of Cognitive/ AI in Canada**

IDC Directions 2017 Canada

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## **Education**

### **Harvard University**

Degree Graduate Studies

**Wine & Spirit Education Trust (WSET)**  
Advanced Certificate/ Level 3 Pass with Distinction

**Duke University**  
Certificate Communications, Journalism and Media Specialization

**University of North Carolina at Chapel Hill**  
Graduate Certificate Public Health

**University of North Carolina at Chapel Hill**  
B.A. English and History

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