Irene Boey is the Consulting Director at Integral Solutions (Asia) Pte Ltd; Conference Speaker; Adjunct Lecturer; Founder, President, IPP and Board member of various NPOs and NGOs. Irene holds a marketing degree and an MBA in Entrepreneurial Management.

Having acquired several years of management experience from various industries, Irene joined Integral Solutions (Asia) Pte Ltd in 1994. She has more than 15 years of business and marketing experience in consumer, electronics and IT industries.

As the Consulting Director of Integral Solutions, Irene is responsible for leading Integral’s data mining, data analytics and CRM business Asia wide. Her responsibilities include solving customer’s business problem by simplifying advanced technology to address business users’ needs. Due to her decade of practical experience in managing businesses, she is able to understand the real needs of business users. As a result, she has led and implemented the most number of successful data mining and CRM projects in many different industries like banking and finance, Telco, retail and wholesale, government and manufacturing. She was able to help businesses discover precious knowledge from the data collected.

Irene was involved in bringing data mining technologies to Asia since 1994 through Integral Solutions (Asia) Pte Ltd. She is the pioneer in data mining consulting in Asia. With her long history in data mining and data analytics, she has accumulated a good collection of business best practices from these different industries.

She is also frequent Conference Speaker and Workshop Leader in many public conferences. She is popular amongst the conference planners due to her ability to present the application of complex and advanced technologies at a level that any business people can understand and relate to. As a result, she had always been rated with high score by the conference attendees.

Some of the full day workshops that Irene has led are: “Data Mining: Strategies for leveraging on hidden values from your database” for LSW International; “Predictive
Irene has led the national survey in to explore SMEs and E-business in Singapore. The other objective for this survey is to explore if there are any differences between male and female owners of SMEs in terms of challenges and benefits of using internet for their businesses. Irene was invited as keynote speaker at the 2008 Forum for Women entrepreneurs in Taipei. She is also one of the founders for Asia Women Business Network which aim at helping women entrepreneurs to improve knowledge and increase their business network across Asia. Due to her involvement and passion on women issues, Irene has acquired a wealth of experience in relation to women issues especially in the area of women businesses.