

**WEDNESDAY, FEBRUARY 21, 5:30PM – 7:00PM**

**BOOST YOUR BA VALUE**

The business analyst (BA) role has become essential in today's workplace as a vital component of a successful project. Find out more about how IIBA can help you boost your value and meet the growing demands through certifications. Jared Gorai, from IIBA, will go over the benefits, qualifications, requirements, and steps leading to certification. We will also talk about the upcoming BABOK study group.



**Jared Gorai** loves being a Business Analyst and has done so in title for over 15 years with over 25 years of business and leadership experience in both the retail and energy sectors. He is a strong advocate for IIBA, having served in various capacities with the Calgary IIBA Chapter as well as chairing the Volunteer Chapter Network.

He brings his passion for business analysis and experience as a Chapter Leader to the role of Director of Chapters and Membership Engagement at IIBA. He holds his Bachelor of Arts degree in French from the University of Calgary and the Certified Business Analysis Professional™ (CBAP®) designation. He will take any chance possible to evangelize business analysis and will talk your ear off about the role and the profession should you allow him to do so.

**Registration page:**

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