



Irina Binetskaya
Belarus

Argentina
Australia
Azerbaijan
Belarus
Bosnia-Herzegovina
Brazil
Canada
Croatia
Georgia
India
Israel
Kazakhstan
Latvia
Lithuania
Moldova
Mexico
Poland
Russia
Serbia
Slovenia
Thailand
Turkey
U.S.A.
Ukraine



Irina Binetskaya is a confident, capable and knowledgeable Adizes Associate, specializing in leadership and management development. She has expertise in corporate culture and financial analysis. Irina specializes in working with groups of Chief Executives, Directors and Managers to enhance their performance. She has over twenty years of experience working in the IT industry as a top executive and as a shareholder. Her extensive expertise in business and corporate leadership was gained in multiple organizations including many years as a Board member of Elko Computers, one of the biggest IT distributors in Belarus.

Irina formerly served as the Deputy Director of Elko Telecom where she provided leadership and management development programs that consider the organizational culture, values, and differing learning styles. Irina is effective in creating and encouraging positive enjoyment of the learning experience. She is focused on goals and results driven. Irina employs a variety of approaches to motivate and up-skill teams and individuals providing the tools and the drive for them to move on to the next level.

Prior to working at Elko Telecom, she was the Director of the start-up Parapet where she and her team successfully coordinated the IT company in the post-Soviet IT market. Accepting of Challenges and knowledge based risk-taking helped Irina to achieve the goals she set for her organization. These experiences have provided her with a real-world perspective, which she brings to every engagement.

Irina is passionate about continuous learning and improvement and she seeks to undertake at least one new learning or development experience each year. In 2011, she became a certified Adizes Associate in phases 1, 2, and 3. Irina earned a master's degree in Business Administration from Byelorussian State University in 2002. She also has diplomas in mathematics, economics, and project management. Currently, she is continuing her studies in transformational management and the Adizes Methodology through the Adizes Graduate School. Besides her work with Adizes, she runs Master Classes on leadership topics. Her passion is authentic leadership, a subject that she speaks on at conferences and seminars.