

TRACK: Legal A
SESSION #: LA#2
DATE: Monday April 19, 2010
TIME: 10:50am-12:05pm
SESSION TITLE: "Electronic Data is not Paper Data; Innovation in E-Discovery"
SPEAKER(S): Sandra E. Serkes, President and CEO
ORGANIZATION: Valora Technologies, Inc.

ABSTRACT: "Electronic Data is not Paper Data; Innovation in E-Discovery"

For a long time, this industry has been trying to force electronic documents to behave like paper documents. We "TIFF them up" in an attempt to petrify their appearance. We look at documents one by one, with reams of contract reviewers thinking that this constitutes intelligent, defensible and cost-effective document disposition. This wastes time, energy, and a lot of money. And it is entirely unnecessary. In fact, dealing with electronic documents should make the review process easier.

Because the bulk of discovery data today is electronic, sophisticated software can easily analyze and sort this data in days or even hours, finding the responsive documents in the same way a reviewer would. Software can identify similar documents, conversation threads, and even privileged documents in a manner of seconds. Forcing electronic data to behave like paper means making processing it less useful, intuitive and defensible.

SPEAKER BIO(S): Ms. Serkes is a dynamic leader with an extensive background spanning over 20 years in software marketing, product management and corporate strategy, particularly in document processing, computer telephony and speech recognition. One of Valora's original founders, Ms. Serkes has been actively involved in Valora since its inception in 2000. Today, Ms. Serkes oversees Sales & Marketing, Finance & Administration, Operations, Engineering and Corporate Strategy.

A graduate of both Harvard Business School and MIT, Ms. Serkes is a frequent industry speaker and panelist. She is an active participant in the Women Presidents' Org., The Commonwealth Institute, the MIT Enterprise Forum, the Massachusetts Software Council and the Network of Harvard Alumnae. Ms. Serkes serves on the national board of the Association of Litigation Support Professionals, as well as on the boards of several technology and service start-ups. In 2006, Ms. Serkes was named a "Woman to Watch" by Womens' Business magazine.