

Business & Finance



The CMO 100 listing recognises the top 100 marketing executives working across corporate Ireland today and highlights the business leaders who show rare combinations of innovative and strategic thinking, and commercial acumen, making very tangible contributions to the success and bottom line of their organisations.



Aidan **Power** KBC Bank Ireland

Director of Customer, Brand & Marketing at KBC Bank Ireland

Aidan has been Director of Customer, Brand & Marketing at KBC Bank Ireland since June 2012. Previously he was Head of Marketing at EBS Limited and a Marketing Manager at Musgrave. His educational background includes a Bachelor of Commerce in Marketing from University College Cork and a diploma in Public Relations from the Irish Academy of Public Relations.



Alison **Duffy** First Names Group

Group Head of Marketing, PR and Communications

Alison is responsible for managing and communicating the First Names Group brand both externally and internally across its 14 locations. Prior to joining First Names Group in May 2015 she was Head of Communications for Irish Bank Resolution Corporation Limited. She has also worked with Irish Nationwide Building Society, Bank of Scotland (Ireland) and Sony.



Amanda **Finnegan** Coillte

Business and Communications Manager

Business and Communications Manager since June 2016, Amanda joined Coillte in February 2012 as Group Financial Accountant after spending nearly five-and-a-half years at PricewaterhouseCoopers as an Assistant Manager. Her education includes a Bachelor of Commerce from University College Dublin, a Master of Business Studies in Accounting from Dublin City University and the Institute of Chartered Accountants.



Andrew **Smyth** Savills Ireland

Head of Marketing & Communications

Andrew has been with Savills Ireland since December 2013, beginning as a PR Manager. Nearly two-and-a-half years later he was made Head of Communications before becoming Head of Marketing & Communications this August. Andrew was at the Dublin Chamber of Commerce from May 2011 to November 2013 after working as a Client Manager at Fleishman-Hillard for nearly five years.



Anne **Mulcahy** Vodafone

Head of Brand and Communications

Anne Mulcahy is Head of Brand and Communications at Vodafone Ireland, which she joined in 2010. She was previously Head of Marketing for Larger Brands at drinks giant Diageo and worked in Ireland, Atlanta and London with Coca-Cola for a 12-year stint. Anne holds a B.Sc. in Marketing Management from the College of Marketing & Design and Trinity College Dublin.



Anne **O'Hagan** Oracle

Marketing Director

With a career spanning nearly 20 years in the computer technology corporation Oracle, Anne is currently Marketing Director after serving as the Southern European Marketing Manager and Director of Technology Marketing. Before her affiliation with Oracle she was Corporate Communications Manager with Compaq Computer Corporation and a Marketing Manager of Northern Europe with Acer Incorporated.



Annette **Ní Dháthlaoi** *Liberty Insurance*

Head of Marketing

Beginning her career at Nestlé, Annette subsequently moved on to work in Glanbia and Unilever in managerial and food-branding roles. After this she took over as Marketing Manager for Lyons Tea. In 2006 she joined Heineken Ireland wherein she helped launch speciality beers to the Irish market. Her other senior roles have included stints at the ESB and Kerry Foods.



Ann-Marie **McKay** Sky Ireland

Product Marketing Director

Ann-Marie joined Sky Ireland as Product Marketing Director in August 2014. Previously she served as Head of Business Intelligence at O2 before becoming Head of Consumer Marketing in January 2013 at the same firm. She has also served marketing, strategy and product research roles in Coca-Cola, Diageo and Procter & Gamble.



Avril **McHugh** Cpl

Group Marketing Manager

As Group Marketing Manager, Avril manages a multichannel marketing programme across Cpl's network of 19 brands with 38 offices in 10 countries. Her educational background includes a BA in International Marketing with German and a recent place in Harvard's Executive Education programme on Big Data and Analytics. She is also a global committee member of The Ireland Funds, Young Leaders.



Barbara **Nestor** EY

Director of Corporate Communications and Engagement

Barbara has a vast background in marketing. Joining EY in September 2011 as Media Relations Manager, she climbed to Head of External Communications and Media Relations for EY Ireland to Head of Corporate Communications and Media Relations for UK and Ireland before becoming Director of Corporate Communications and Engagement. Prior to this her experience covered event and project management.



Barry **Marron** Openet

Global Vice-President of Marketing

Barry joined Openet in 2009. He is the Global Vice-President of Marketing for Openet where he ensures Openet's marketing sets the industry standard and is a big player in the telecoms market. Barry was one of Openet's key figures in a 2015 survey showing the limitations in creativity that come with the use of legacy systems already in existence.



Bernadette **Gray** HP

Consumer Marketing Executive

Bernadette joined Hewlett-Packard in 2011 as a Consumer Marketing Executive. She has previously worked in marketing roles at MediaTraining.ie (the leadership training and consultancy operation run by Dragons' Den investor Gavin Duffy), QMS Software, the Cusack Hotel Group, Gray's Quarries, TNS Distribution and HAS Healthcare. She is a Fitzwilliam Institute, Dublin Business School and Digital Marketing Institute graduate.



Brendan **Barr** Standard Life Ireland

Head of Investment Marketing

Head of Investment Marketing at Standard Life Ireland since March 2004, Brendan has extensive experience in the financial-services sector. Prior to Standard Life he was Head of Personal Investments, Ulster Bank Investment Managers before becoming Business Development Manager, Ulster Bank Wealth Management. He holds a Master of Business Administration in Business from University College Dublin.



Brian **Bennett** PayPal

Director Inside Sales & Demand Generation EMEA-AU

As Director of Inside Sales & Demand Generation in the EMEA-AU regions at PayPal, Brian leads a team of 140 people. He has held numerous roles in marketing and sales across technology, communications and manufacturing. He holds a B.Comm. from UCD in Marketing & Finance and an MBA in Marketing & Operations Management from UCD's Smurfit Graduate Business School.



Brian **Corish** Bank of Ireland

Chief Commerical Officer

Brian has been with Bank of Ireland since July 2016 leading marketing and analytics at Ireland's largest bank. He is also an Advisory Board Member at Econsultancy. His career in digital and marketing roles have been at the likes of Vodafone and TBWA. He was previously the founder of Fuse Interactive, Fuse Broadcasting and MeWe.



Brian **Hannon** Voxpro

Chief Commercial Officer

Brian develops the growth of Voxpro's business around the world. Prior to this role he was the Business Development Director for Conduit, launching and developing the business' healthcare and technology segments. He has experience in developing and implementing solutions for Fortune 500, public sector and scaling organisations in Europe and the US.



Brian **O'Neill** Friends First

Strategic Marketing Director

Brian joined the group in 2006 as Director of Sales and Marketing for Private Investment, and has also served as Head of Investor Relations. He previously worked at Prudential Europe, Eureko, Bank of Ireland Group and Lifetime Assurance. He holds a BA (Mod) in History from Trinity College Dublin and a Graduate Diploma in Financial Planning and Services from UCD.



Ciara **Conifrey** Sungard

Marketing Manager Ireland

Ciara has been Marketing Manager for Ireland at production and recovery services company Sungard AS (Availability Services), since last year. She previously worked in marketing roles at Damovo, iQuate, Silicon Analytics, Superior Internet Marketing and Bord Bia. A self-described success-driven marketer, Ciara has also worked at Neopost, Canon and IBM, and is a UCD and Fitzwilliam Institute graduate.



Cliona **Hayes** [Indeed.com](#)

Senior Manager, Global Advertising & Brand

Cliona joined Indeed.com after spending nearly four years as Group Marketing Director at Communicorp. Prior to that she worked as Group Product Manager for Britvic and with Irish Distillers Pernod Ricard for six years, culminating in a role as Senior Brand Manager for Jameson. She began her career as a Sales and Marketing Executive with Ryanair.



Copal **Mathur** IMI

Head of Growth Strategy & Marketing

Copal is Head of Growth Strategy & Marketing at the Irish Management Institute, which she joined as Marketing Manager in 2013. She is an MBA graduate of Trinity College Dublin and has previously worked as a Programme Design Manager with the World Wildlife Fund in India. The IMI was founded in the 1950s and is central to Irish business education.



Damien **Devaney** Smurfit Kappa

Vice-President of Marketing & Communications

Damien was previously Marketing Director at O2 Ireland. He has also been Marketing Director at Coca-Cola Ireland, where he had responsibility for the full Coca-Cola portfolio. He has held a variety of senior marketing leadership roles in Gilbey's and Diageo (for Guinness and Baileys). Damien was Chairman of the Marketing Institute of Ireland in 2005/2006.



Damien **O'Neill** Allianz

Group Head of Marketing

Allianz has operated in Ireland for many years and is one of the country's largest multi-line general insurance companies with an annual turnover of €450 million. In Ireland alone Allianz employs over 1,450 people and has close to a million customers. The Customer & Market Management function drives business success through customer-oriented campaigns.



Dara **McMahon** Aer Lingus

Director of Marketing and Digital Experience

Dara assumed the role as Director of Marketing and Digital Experience at Aer Lingus in November 2016, . Before this she was a Director of NewsBrands Ireland where she promoted newspapers and their digital activities. She has also been a Senior Strategic Manager at Ulster Bank and Senior Marketing Manager at Diageo for over 13-and-a-half years.



Dara **Quane** TransferMate

Marketing Manager

Dara has been Marketing Manager at TransferMate Global Payments since July of this year. In September 2015 he became International Online Marketing Executive with F&F Clothing, managing all four central European websites. His other roles in leadership and marketing have been in Tesco Bank, Capital & Regional and the European Energy Centre (EEC).



Eileen **Moloney** Brightwater

Head of Marketing

Eileen has been with Brightwater since 2000 and was previously in Marketing for Accountancy Solutions and the Gleneagle Hotel, Killarney. She holds a BA in Applied Languages from DCU. She spent five years working in sales and marketing roles in various sectors including hospitality, electronics, manufacturing and recruitment before joining Brightwater as a Recruitment Consultant in their international division.



Eithne **Harley** Accenture

Director of Integrated Marketing

Eithne has been Director of Integrated Marketing at Accenture for nearly eight years. Previous to this she was Director of Marketing and Business Development at Mason Hayes & Curran and Director of Marketing at Coyle Hamilton Willis. She holds a B.Sc. Management in Marketing from Trinity College Dublin and an MBA from the Smurfit Graduate Business School at UCD.



Emma **Quinn** Next Generation

Senior Marketing Manager

For just over two years Emma has been Senior Marketing Manager at Next Generation. She is also DataSci Awards Success Manager where she is responsible for the delivery and organisation of the awards that highlights data science talent. She is currently Senior Marketing Manager at Davis Nolan as well. Her past experience was as a retail and marketing manager.



Eoin **Doyle** Glanbia

Director of Marketing and Innovation

Spending over 35 years in high-profile marketing roles, Eoin began in marketing with drinks giant Diageo overseeing the Baileys brand. After 16 years at this post he became a Marketing Director at Chevrolet Ireland from 1998 to 2001. For over 16 years he's been Head of Marketing at Glanbia Consumer Foods Ireland.



Fintan **Loneragan** Deloitte

Chief Marketing Officer

Beginning as an Account Director at Wunderman, Fintan grabbed the Head of Marketing role at MBNA International Bank (now Bank of America) in the Irish market. Before becoming CMO at Deloitte, his other senior marketing roles at AIB, Telefónica and eight years as Head of Marketing & Sales at Aer Lingus showcase his distinguished career in marketing.



Fiona **Boland** Matheson

Director of Marketing

Spending over a year as Norwegian Market Executive for Tourism Ireland, Fiona went on to join Bord Fáilte. Since Failte Ireland was introduced she has held the roles of Regional Tourism Executive, Regional Tourism Officer and Festivals & Cultural Events Officer. Prior to becoming Director of Marketing at Matheson, Fiona held the role of Senior Marketing Manager with Deloitte Ireland where she worked for 9 years.



Fiona **McLoughlin** Fenargo

Vice-President of Marketing

With over 13 years' experience, Fiona was previously Head of Marketing for leading Irish tech companies Norkom Technologies, Helix Health, and MindConnex Learning. She holds a BBS in Marketing Management from the Institute of Technology Tallaght, a Diploma in Journalism from the Irish Academy of Public Relations and an MBS in Strategic International Marketing from DCU.



Gary **Morrissey** Invesco

Head of Business Development

A qualified financial advisor, Gary is a UCC and UCD graduate and before joining Invesco was Head of Sales, Administration and Consulting Business at Mercer. He has also worked at Assurelink, Enterprise Ireland and the Irish trade Board, where he headed its Copenhagen office for five years. Gary has 25 years' experience in B2B services marketing.



Gavin **Flood** AdRoll

Marketing Director, EMEA

Gavin was Senior Marketing Communications Executive at Vodafone, where he was in the midst of the fastest-growing and most dynamic sector at the turn of the century. He has also worked at Mitsubishi Motors and Frank Keane Holdings in marketing managerial roles. At AdRoll Gavin is responsible for the ROI numbers through brand, digital, event, CRM and PR programmes.



Geoff **Codd** Energia

Head of Marketing & Retail Development

Geoff has been Head of Marketing & Retail at gas and electricity supplier Energia since September 2015. He was previously the company's Marketing Manager and has also worked in marketing roles at Meteor, Perlico and Shop Direct. He is a Trinity College Dublin, Dublin City University and Saint Joseph's University Haub School of Business graduate.



Georgina **Goff** Flex

Senior Director: Marketing, Communications & Global Citizenship - EMEA

With a marketing career spanning over 20 years, Georgina began as a Business Development Manager at Workgroup in 1996. After a year she went on to work for IBM Ireland, Scotland and Europe in a host of marketing roles covering nearly 12 years. She is currently at Flex, a Sketch-to-Scale solutions provider that builds and designs products for a connected world.



Gillian **Chamberlain** BT

General Manager - Commercial & Marketing

Gillian joined BT in 2011 as Head of Corporate Marketing and Propositions. She was appointed to her current role in 2015. Prior to BT, she held management positions at IBM as a Marketing Campaign Manager; Hewlett Packard as Marketing Communications Manager, Worldwide Marketing Manager and Business Development Manager EMEA; and Ibec as Head of Marketing and Member Relations.



Henry **Dummer** eir

Group Marketing Director

Henry has been Group Marketing Director at eir since November 2016. For five-and-a-half years, Henry was Customer Marketing Controller at GlaxoSmithKline in London and Customer Marketing Director at Diageo in January 2006. From this he moved on to being Marketing Director at Tesco Ireland where he spent nearly six-and-a-half years.



Jennifer **Chamberlaine** BearingPoint

Head of Marketing & Communications

Jennifer is currently Head of Marketing & Communications in Ireland for BearingPoint, a provider of IT and business consulting services. Previously she was Marketing Manager at the Banking and Payments Federation Ireland from 2007 to 2012. Jennifer is also a non-executive director of both Paralympics Ireland and Aware.



Jennifer **English** Diageo Ireland

Global Marketing Director, Baileys

Jennifer has been with Diageo since 2004, beginning as a Senior Manager in Consumer Planning. She then went on to assume the same role in Diageo North America before returning home to lead global marketing in products such as Baileys and Guinness. Before her stint at Diageo she was Consumer Planning Director at Initiative Media and Des O'Meara & Partners.



Joanne **McLaughlin** ESRI

Head of Marketing

With the ESRI Ireland since 2006, Joanne leads marketing strategy in the Republic of Ireland and Northern Ireland markets, contributing to a multimillion-euro annual turnover. Before joining ESRI Ireland, she held marketing roles in Forensic Technology Europe, Horizon Open Systems/Sun Microsystems, Ibec and SmithKline Beecham. Joanne is a member of both the Leadership and Executive teams at ESRI Ireland.



John **Breslin** Avolon

Assistant Vice-President of Marketing EMEA

John began his career as a Graduate Bank Officer at the Central Bank of Ireland before moving to Goodbody Stockbrokers as an Intern Equity Analyst. His aviation experience began with ORIX Aviation as a Commercial Analyst. In April 2014 he became a Business Analyst at Avolon where he is currently Assistant Vice President of Marketing EMEA.



John **Tolan** Boyne Valley Group

Marketing Director

John has been Marketing Director at the Boyne Valley Group since 2013. He has also served in senior positions at Q Sat Broadband, Diageo and Richmond Marketing, as well as brand managerial roles with Pernod Ricard and Irish Distillers. He is a King's College Pennsylvania, University of Ulster, Digital Marketing Institute and Henley Business School graduate.



Johnny **Devitt** Paddy Power Betfair

Chief Marketing Officer

Beginning his career as a Consultant at PricewaterhouseCoopers and an independent development consultant, Johnny went on to become a Developer and IT Specialist at Irish Progressive Services International (IPSI) in May 2001. Over six-and-a-half years later he began his career at Paddy Power and Betfair where he has assumed varied roles in betting, marketing and online marketing.



Karen **Murphy** William Grant & Sons

Global Marketing Manager Innovation

Karen has been with William Grant & Sons since August 2014, first as Global Marketing Manager, then with a new title encompassing 'Innovation' since July 2015. Previously she was at GlaxoSmithKline as Marketing Manager for Sports Nutrition & Skincare. She has been a brand and marketing manager at Unilever, L'Oreal, Revlon, Diageo and O2 Ireland.



Kieran **Flanagan** HubSpot

Vice-President of Marketing

Prior to HubSpot, Kieran worked at Marketo on their marketing in EMEA and in Salesforce.com as their Inbound Marketing Manager for EMEA. In that role he launched their #SocialSuccess site in the UK, which reached its annual traffic target in six weeks and has since launched in Germany, France and Japan.



Laughlin **Rigby** The Irish Times

Head of Marketing

Laughlin won Gold ADFX 2016, ADFX and IAPI Institute Advertising Practitioners, for The Irish Times' 'You Are What You Read' campaign. Prior to joining The Irish Times in 2015 he worked as Head of Marketing for Visit Sunshine Coast in Australia, for which he was awarded Tourism Australia Destination Marketing Award, Silver, at the Australia Tourism Awards 2015.



Laura **Chawke** Shannon Group

Marketing Manager

Laura began in financial services as a Pensions Product Manager at Bank of Ireland Life and over four years later went on to work for BDO Simpson Xavier in December 2003. In March 2005 she became an Account Director at SPARK Marketing Communications where stayed for nearly nine years. Laura joined the Shannon Group in June 2014 as Marketing Manager.



Laura **English** Equinix

Marketing Manager, Ireland and Emerging Markets

Equinix connects businesses with partners and customers through a global platform of high-performance networks. Laura began her senior marketing career at BT Ireland as Consumer Sales & Marketing Executive in May 2012, moving to Enterprise Account Manager in June 2013, before becoming Marketing Manager nearly a year later. Laura has been Marketing Manager at Equinix since September 2016.



Lauren **O'Flaherty** MSL Motor Group

Marketing Manager

Lauren has spent nearly ten years in marketing and event management. She has worked in Audi Ireland as a Marketing Assistant; Maples and Calder as a Marketing Administrator; Verve Marketing as an Event Manager; Fiona Leahy Design as a Studio & Production Manager; Molson Coors, Ireland as an Assistant Brand Manager for Scale Beers; and MSL Motor Group in marketing.



Linda **Nolan** Samsung Electronics

Head of Marketing & PR

Linda has been Head of Marketing & PR at Samsung since July 2014, having joined the electronics giant in 2006. She has also held roles as Senior Marketing Manager in the company's Mobile Division. She was previously Channel Marketing Manager for Hewlett-Packard's PSG Division from 2000-2006. Linda is responsible for Samsung's entire product portfolio including, marketing and PR.



Lisa **Browne** Electric Ireland

Head of Marketing

Lisa has held a number of senior marketing roles at Bank of Ireland in Retail Marketing, Direct Channels and Wealth Management. She was previously a key member of the marketing team that established Eircell. Lisa began her career as Brand Manager with Tipperary Natural Mineral Water. She was made a Fellow of the Marketing Institute of Ireland in 2015.



Liz **Rowen** Irish Life Health

Head of Marketing

Liz has been Head of Marketing at Irish Life Health since August 2016 when it was formed from Irish Life's acquisition of Aviva Health and the remaining 51% of GloHealth. She had been Head of Health Marketing at Aviva, which she joined in 2011. She previously served in numerous senior brand and marketing roles in GlaxoSmithKline.



Loretta **Dignam** Ardagh Group

Group Marketing & Communications Director

Loretta has been with the Ardagh Group since April 2017 and is the owner of her own marketing communications firm, Loretta Dignam & Associates. She has held numerous senior roles at names such as Diageo, Kerry Foods, Jacob Fruitfield and Valeo Foods Group; has been a lecturer at the Smurfit Graduate Business School and Interim CEO at Fundraising Ireland.



Louise **Bannon** daa

Head of Marketing

Beginning as a Segment Manager at Eircom for three years, Louise was made Head of Broadband Services Marketing in 2002. In 2003 she moved to the ESB where she became a Marketing Specialist. Right now she is Head of Marketing at the daa where she has been for nearly 11-and-a-half years.



Louise **McKeown Doogan** Magnet Networks

Marketing Director

Louise joined Magnet in 2006 where she became Head of Enterprise Sales. She is also Head of Marketing at the Irish Institute of Credit Management. She began her career as Sales Manager/Product Manager with Ireland On-Line. She then went on to become Sales and Marketing Director at DeerPark Group in 2000 for two years and then Sales Director at Netsource.



Lucka **Cokl** Comtrade

Head of International Marketing

Now in her seventh year at the newly-rebranded Comtrade Digital Services, Lucka previously joined Hermes Softlab in 2004 and rose up through a variety of roles, ultimately serving as their Marketing Director. Comtrade Digital Services is a provider of strategic software engineering services and solutions. They were heavily involved in the development of Ryanair's myRyanair app.



Lucy **Campbell** RTÉ

Marketing Director RTÉ Digital

Lucy has been Marketing Director for RTÉ's television and digital channel portfolio since 2012. Her portfolio includes RTÉ One, RTÉ Two, RTÉ jr, RTÉ Player, RTÉ.ie, RTÉ and News Now. She was previously Head of Marketing and Circulation at RTÉ publishing and joined the State broadcaster in 2001 from Mirror Group Newspapers.



Mariana **Espinosa** HSBC

Marketing Manager, Ireland and Benelux

Mariana has been Marketing Manager for Ireland and Benelux at HSBC since the summer of 2015. She was previously Product Marketing Manager for North America based in New York. Mariana has also worked for Misys Banking Systems in campaign marketing; as a Marketing Specialist at SunGard and as National Sales Assistant at Clear Channel Communications.



Mark **Stanley** Salesforce

Vice-President, Web Marketing & Marketing Operations EMEA

Mark has been with Salesforce since December 2000, joining the company as Senior Director of Web Marketing. In May 2012, he was made Vice-President, Web Marketing & Marketing Operations EMEA. Before this he held many high-tech roles in Smartforce/Skillsoft, CBT Systems and Gateway. He also volunteers at Citywise Education, Habitat for Humanity Ireland and Room to Read.



Mark **Woods** Primark

Brand and Communications Director

Involved in retail his entire career, Mark went from temporary staff at Lewis's Ltd., beginning in 1980, all the way to Brand and Customer Communications Director at Primark. Along the way he has assumed high-profile roles at Littlewoods, Debenhams and Shop Direct Group in management, visual design, creativity and communications.



Marko **Jovanovic** Ericsson

Head of Strategy, Marketing and Communications

Marko has been with Ericsson for nearly 13 years beginning as a Solution Architect in January 2006 in Croatia. In September 2009 he became Engagement Manager before moving to Dublin in December 2013 to take up a role as a Senior Strategy Consultant. Marko has been Head of Strategy, Marketing and Communications since January 2017.



Meadhbh **Quinn** Virgin Media Ireland

Head of Brand & Marketing

Meadhbh has been Head of Brand & Marketing at Virgin Media since 2014 when it was UPC. She was Head of Brand and Marketing Communications at Meteor for almost seven years playing a pivotal role in transforming the brand from a niche discount player with less than 10% market share to a more credible brand with over 19% market share.



Melanie **McCourt** Jaguar Land Rover Ireland

Marketing Manager

Melanie is Marketing Manager at Jaguar Land Rover Ireland and oversees the promotion and management of the major car brands in Ireland. The company is home to two of the most recognised British car brands. She holds a Diploma in Advertising from DIT and an M.Sc. in Marketing Practice from UCD.



Mia **O'Loughlin**

INNOVATE

Chief Marketing Officer

Mia's first major role in marketing was that of Senior Marketing Manager at Unilever for Mia. She spent ten years there until moving on to Andrew Ryan Furniture as a General Manager where she spent over four-and-a-half years. She joined INNOVATE in January this year as Head of Marketing and was made CMO in June.



Michael **Gordon** New Ireland Assurance

Head of Marketing

Michael has been at New Ireland Assurance since 2013. He joined from Aviva Ireland where he had most recently been Head of Customer Management & Marketing. He has also worked at Irish Life as an Investment Development Manager; Standard Life as a Branch Manager; and Lloyds Banking Group as a Sales Manager for Black Horse Financial Services.



Michael **Lynch** Intel

Senior Product Marketing Manager

Michael is the Senior Product Marketing Manager in Intel's Data Center Group. He joined Intel in September 2005 as an Engineering Manager/Program Manager from Ericsson where he held the same title. Before spending nearly nine years at Ericsson, Michael was a Software Developer at Creative Technology Ltd. He attended University of Limerick and Athlone Institute of Technology.



Moira **Horgan**

Business in the Community Ireland (BICI)

Head of Marketing

For well over ten years, Moira has been Head of Marketing at BICI. Before this she was Marketing Manager for nearly 12 years at The Community Foundation Ireland. From August 2001 to August 2005 she was Head of Marketing at the Irish Film Board and began as Product Marketing Manager at IONA Software from August 1995 to August 1999.



Nancy **Derby** Santos Dumont

Commercial Manager

Nancy joined the Santos Dumont team in 2016 as Commercial Manager supporting the growth of the marketing, asset management and airline side of the business. Currently Nancy is involved in the European marketing campaign and new aircraft placement projects on behalf of investors. Prior to joining she spent 14 years in various commercial and operational roles in aviation.



Naomi **Sabherwal** AIG Ireland

Head of Commercial Marketing and Communications

Naomi was a Sales and Digital Marketing Assistant at Motion Picture Clothing from July 2011 to March 2015. Irish Life Corporate Business took her on as a Pension Administrator in March 2015 before she moved to a role as a Marketing Specialist ten months later. She has been with AIG since March 2017.



Neil **Doyle** Blueface

Head of Marketing

Kicking off his marketing career as a Marketing Intern at Student Marketing Network, Neil became a Digital Marketing Executive with Big Red Cloud in December 2013. In August 2015 he joined Blueface as a Marketing Executive for a year before becoming Head of Marketing in August 2016. He holds a B.Comm. in Marketing from University College Dublin.



Noel-John **McLoughlin** Fáilte Ireland

Marketing Director

At Fáilte Ireland since 2015, Noel-John was previously Director of New Channels at Britvic Ireland, a board position with responsibility for managing their Foodservice Division. He had joined the company as Head of Marketing for Local Brands and worked on the Group Brands beverage portfolio. Prior to this he was Head of Marketing at Bewleys and Marketing Manager at L'Oreal.



Nora **Costello** Unilever

Global Marketing Director

For nearly 12-and-a-half years Nora has worked directly with Unilever, beginning as Business Unit Director in Home & Personal Care before becoming Category Director in Savoury Food for the UK & Ireland, Brand Building Director in Foods, Strategy & Revenue Management Director, and finally becoming Global Marketing Director in February this year.



Odhran **Ginnity** xSellco

Chief Marketing Officer

Currently CMO at e-commerce platform xSellco and Founder of Fixers.ie, Odhran has spent over 20 years in operations and marketing, beginning as an Operations Manager, BertlizIT at Lionbridge. His other C-suite roles have included Chief Executive Officer of Adverts.ie, Chief Operations Officer of Distilled Media and Chief Marketing Officer of Ding.com.



Olivia **Hughes** Dell EMC

EMEA OEM & Internet of Things Marketing Director

Olivia has been with Dell since November 2005, working in eBusiness, management and marketing. Prior to this she was a Product Manager in Digital Hardware at Fujifilm in Sydney, Australia; a Product Manager at Commander; a Marketing Manager at Simbient; a PR Account Executive for Philips at Warman & Bannister; and a Sales & Marketing Executive at AME Ireland.



Orla **McGuinness** Elavon

Senior Marketing Manager

Orla is a senior marketing professional with over 15 years' experience in managing global clients and brands across multiple industries, including financial services and IT, and is now responsible for marketing at payment solutions firm Elavon. She was previously at Cathx Ocean and has also worked in marketing roles at GE Money, L-EV8 International Sponsorship Management and Jordan Grand Prix.



Orlaith **Blaney** Ervia

Chief Communications and Marketing Officer

Joining Ervia as Group Head of Brands and Marketing in March of last year, Orlaith swiftly became Chief Communications and Marketing Officer in April of this year. She has also been CEO of advertising firm McCannBlue, President of the Institute of Advertising Practitioners and on boards and councils such as the Dublin Chamber of Commerce and the International Women's Forum.



Ornagh **Hoban** Datalex

Chief Marketing Officer

Ornagh is responsible for the development of global market and product strategy at Datalex. A regular speaker and respected industry commentator, she has over 15 years' experience in the travel industry. She holds a Master's in Business Administration from the University of Ulster and studied International Commerce at Université Blaise-Pascal (Clermont-II) at Clermont-Ferrand.



Patrice **Lennon** Dalata Hotel Group

Head of Sales & Marketing

Patrice has been Head of Sales & Marketing of Dalata Hotel Group since 2013. She was previously Deputy Group Marketing & Sales Manager with the group and served as Sales and Marketing Manager at the Maldron Hotel on Cardiff Lane in Dublin for six years. She has also worked with Radisson SAS and Jurys Hotel Groups.



Rachel **Hussey** Arthur Cox

Partner, Head of Business Development & Marketing

Rachel is responsible for business development, strategy and identifying new business opportunities for the law firm Arthur Cox. She has been with the firm since 2000 and prior to this was a solicitor with McCann FitzGerald from 1991 to 1999 and Linklaters for a year previously. Rachel is a Harvard Law School and Trinity College Dublin graduate.



Richard **Moore** Microsoft Ireland

Marketing and Operations Director

Richard has been at Microsoft Ireland since June 2005, beginning as Business Group Lead, Server & Tools. After two years he became Business Group Lead, Information Worker before becoming the Office Consumer Business Lead for Western Europe in September 2010. He has been Marketing and Operations Director since August 2013. His other employers have included Monitor Company, Orchestream and BuildOnline.



Richard **O'Dwyer** Hiscox UK & Ireland

Regional Manager

Richard joined Hiscox in 2010 and assumed the role of Regional Manager of Hiscox in 2015, responsible for overseeing the growth and development of the specialist insurance firm in Ireland. They specialise in insuring artworks, as well as the difficult and the unusual, from terrorism and kidnap risks, to rock concerts and cybercrime.



Robert **Campbell** Zendfast

Chief Marketing Officer

Zendfast is a unique online technology platform that connects businesses and individuals with an on-demand crowd-sourced courier network. Robert has been CMO of Zendfast since January of this year. He is also Marketing & Sales Director at Minola Technology. He began his career in software sales before becoming a Director at Precision Software where he served 18 years.



Roberta **McCrossan** DataSolutions

Head of Marketing

Roberta has been at DataSolutions for 16 years. Prior to this she was a Marketing Manager at Insight Technologies in Australia before becoming a Marketing Executive at Trinity Technology. She holds a Bachelor of Commerce degree from University College Dublin and a M.Sc. in Marketing Management and Strategy from the Michael Smurfit Graduate School of Business.



Ruchika **Hassan** Cairn Homes

Director of Marketing and Sales

Previously with Groupon, the global e-commerce marketplace, Ruchika was the EMEA lead for the marketing and communications functions with responsibility for driving performance and brand effectiveness. She holds a Master's in Business Administration (Marketing) and is a former Director of Digital Media at OMD. Cairn Homes is an Irish homebuilding company.



Sandra **Farrell** JP Morgan

Vice-President of Marketing

Sandra joined J.P. Morgan earlier this year. She has a successful track record in developing and implementing marketing, PR, communications, digital marketing and business development strategies across a variety of sectors. She holds a B.Sc. in Management and an Advanced Diploma in Marketing Techniques from DIT, and a Postgraduate Diploma in Public Relations Writing from the Fitzwilliam Institute.



Sandra **Higgins** Sysnet Global Solutions

SVP Marketing

Beginning her marketing career at Bank of Ireland in October 1994 as a Marketing Executive, Sandra went on to become a Marketing Manager at Elavon at the turn of the century. After seven years she became a self-employed marketing professional before taking the hot seat as Senior Vice-President of Marketing at Sysnet Global Solutions in November 2011.



Sarah-Jane **Willoughby** Ibec

Head of Marketing and Sponsorship

Sarah-Jane has been Head of Marketing and Sponsorship at business group Ibec since 2014, and is responsible for the organisation's strategy, campaigns and branding, as well as membership recruitment marketing and team development. She was previously Marketing Communications Manager at Deloitte Ireland and has also served in senior marketing roles at Microsoft, Verizon Business and MCI-WorldCom.



Shane **Kavanagh** FEXCO

Group Marketing Director

Shane was former Group Marketing Director at Communicorp from December 2010 to October 2013 before assuming the same role at FEXCO. Prior to this he served as Commercial Director for the Eastern Caribbean and Group Head of Marketing Strategy for Digicel. He holds a B.Sc. Marketing & Management in marketing from Trinity College Dublin.



Shelley **(Hinde) Evans** United Airlines

International Marketing Manager, UK & Ireland

Shelley has been at United Airlines since October 2011. Before this she was Marketing Manager, UK & Ireland with Star Alliance; Marketing Manager, UK & Ireland with Continental Airlines; Marketing Manager with easyJet; UK Marketing Manager with GB Airways; Senior Marketing Executive with GB Airways; and C&B Sales with Hilton Worldwide.



Simon **Hodgkins** Vistatec

Chief Marketing Officer

Before joining Vistatec in 2014, Simon held numerous roles in sales, marketing and development at BT, Irish Broadband (NTR Plc.), Digiweb, HITWA and Sage. He is currently Editor-in-Chief at VTQ and a Founder of the Think Global Forum. He holds diplomas in Multimedia Development, Social Media Marketing and Online Marketing.



Sinead **Slattery** Three

Head of Business Product, Marketing and Operations

Sinead has over 15 years' international marketing, communications and strategy experience at a senior level working with internationally-recognisable brands. She holds a diploma in Digital Marketing, a Master's in Marketing and a degree in Business Studies and French. Her skill set ranges from product marketing, consumer relationship management (CRM), telecommunications, customer service and product management.



Siobhan **McKeown** Visa

Senior Manager Marketing Communications

Siobhan has been Senior Manager in Marketing Communications for Visa Ireland since March of this year. She was previously Marketing Manager of The Outlet brand at Aramark from October 2010 to April 2016. Her other roles in client services and accounts have been in ASG & Partners, Manleys, Ogilvy & Mather and FCB Inferno.



Susan **Dempsey** ICON

Global Marketing Director

A career spanning over 25 years in marketing, Susan began as a Customer Service Representative at Computer Associates (previously ASK Ingres) before becoming a Marketing Communications Manager at Critical Path in 1992 (previously ISOCOR). Seven years there saw her take up the Marketing Communications Director role at Logica. In 2006 she obtained her position as Global Marketing Director for ICON.



Susanne **Ryan** FINEOS

Vice-President of Marketing

Susanne has been with FINEOS for 11 years. She began her career as an EU Consultant in 1988 at Coopers & Lybrand Consulting. Four years later she became a Marketing Executive at Pitman Training Group Ltd. In 1994 she was made Director of Marketing at Regent before moving to a marketing role at WBT Systems in 2003.



Tara **Spain** Aerogen

Director of Global Marketing

Tara is Director of Global Marketing at medical-devices company Aerogen, which she joined in 2015. She previously held marketing roles at Abbott Laboratories and Roche Pharmaceuticals before which she served as Product Manager and Clinical Study manager at Pfizer. A NUIG biochemistry graduate, she has also a postgraduate diploma in pharmaceutical medicine from the University of Surrey.



Tom **Keane** IPB Insurance

Head of Marketing & Communications

Tom has been IPB Insurance's Head of Marketing & Communications since 2011. He has also founded and served as Editorial Director of Financial Adviser Magazine, Mortgage Magazine and Buzzword Magazine. Tom studied Marketing & Administration, Marketing, Communications at the Dublin Institute of Technology and also holds a B.Sc. Management in Business Administration, Management & Planning from Trinity College Dublin.



Tom **Kinsella** AIB

Chief Marketing Officer

Tom joined AIB as its first-ever CMO having been with Diageo for 20 years, most recently as Global Marketing Director at Baileys. He also led Budweiser to the No. 1 lager position in Ireland in a previous role as Marketing Manager. He was one of the several non-bankers drafted to help rehabilitate the AIB brand.



Tricia **Gallagher** KPMG Ireland

Director of Marketing & Proposals

Tricia was made KPMG Ireland Director of Marketing & Proposals in July of this year after spending ten months as Head of Marketing and Business Development at Maples and Calder. Her other marketing and development roles have been in PricewaterhouseCoopers, STORM PM, Crowe Lovett and the Department of Cultural Development at the University of Ulster.



Una **Fitzgibbon** Bord Bia

Director Marketing Services

Una is Bord Bia's Director of Marketing, responsible for effective marketing communications to consumer and business audiences at home and abroad. She was previously a National Sector and Region Manager at Enterprise Ireland from 1990 to 1996 after being a Marketing Consultant with Omnicom Media Group in the UK. She began as a Global Business Analyst at Diageo in 1988.



Vivienne **Walshe** Actavo

Marketing Director

Actavo is an engineering solutions company with a global reach operating in over 100 locations. Vivienne is Actavo's Marketing Director, a role she assumed in May 2014. Her previous roles have been Marketing Director at Digicel, Marketing Manager at Esat Telecom, Advertising Account Manager at Des O'Meara Advertising Agency and Account Manager at Fox FM Radio Station.