

**KBC BANK****Aidan Power**

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. Aidan is a member of the Irish Advertisers Association Council and is on the Board of the Advertising Standards Authority of Ireland. He is also a Board Director with Enactus Ireland, a social entrepreneurship not for profit. Aidan graduated from UCC with a BComm.

**SSE AIRTRICITY****Aine Plunkett**

Heading up the SSE Airtricity Marketing Division with overall responsibility of Brand, Advertising, Digital Marketing, Sponsorship, Communications & Marketing Operations since January 2018, Aine worked through several Marketing Manager roles in the company with responsibility, variously, for Sponsorship, Brand & Advertising, Marketing Operations Manager - SSE Airtricity Energy Services (ES) Division, since joining in 2006.

**APPLEGREEN****Aisling Ryan**

A senior marketing professional with over 15 years' experience of delivering brand and channel focused programmes, Aisling has worked across a number of marketing disciplines amassing a breadth of knowledge spanning brand and media planning, marketing strategy, sponsorship, communications and market research. She has been with Applegreen since January 2018, prior to which she was Head of Marketing for Sky Sports, Cinema and Boxsets.

**GOOGLE****Alice Mansergh**

Recently appointed to the Board of Failte Ireland, Alice Mansergh has been at Google since 2004, working through a number of roles, including Head of B2B Customer Marketing, EMEA, Head of Chrome Marketing, EMEA, and Director of Consumer Marketing, UK before taking on her current role in April 2016.

**FIRST NAMES****Alison Duffy**

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.

**ACTAVO****Amy O'Byrne**

Amy O'Byrne joined Actavo in 2010 as Marketing Manager of the Network and In-Home Division. In February 2018, she was promoted to Head of Marketing Communications for the Structural, Industrial, and Network & In-Home divisions in Ireland, the USA, the UK and the Caribbean. As part of this role, Amy has responsibility for the three division's strategic communications, brand management, and internal and digital communications. Before joining Actavo, Amy worked for six years with UK-based construction contractor Shaylor, working her way up from Marketing Co-ordinator to Group Marketing Manager, where she oversaw major rebrands of the company. Amy has also previously worked as a consultant with a diverse range of companies, and as a journalist in the fashion and music sectors.

**ORACLE****Anne O'Hagan**

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.

**SKY IRELAND****Ann-Marie McKay**

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.

**COCA COLA COMPANY****Aoife Nagle**

Aoife has spent almost a decade at Coca Cola, the last three as Marketing Manager Ireland. Before that she was senior brand manager at Coca Cola for six years and has been brand manager at Kerry Group and Mondelez International previously.

**EY****Barbara Nestor**

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.

**C&C GROUP****Belinda Kelly**

Belinda Kelly is marketing director at C&C Gleeson where she is responsible for Bulmers and Outcider brands, and was instrumental in coming up with the Forbidden Fruit music festival. She joined C&C from Cola-Cola Bottlers in 2009, after spending eight years there. She has a BA in marketing from both the University of Wolverhampton and Limerick IT.

**KEPAK****Blathnaid Ni Fhatharta**

Blathnaid has been with Kepak since 2004. She holds a Masters in Marketing from NUI Galway and has lectured in Dublin Business School. She oversaw a major rebrand last year, which involved in-depth interviews with key customers and industry stakeholders, using that feedback to develop the future direction of the company as well as the new identity and company purpose.

**PAYPAL****Brian Bennett**

As Director of Inside Sales & Demand Generation in the EMEA region at PayPal, Brian brings leadership and execution skills acquired over 15 years working internationally with technology start-ups, high growth, expansion phase companies, as well as established global organisations. With PayPal since 2014, he was previously Director, Campaign and Regional Marketing at Bentley Systems. Prior to that he held senior marketing roles in ServiceSource, SoftCo and Codec-dss.

**VOXPRO****Brian Hannon**

Brian leads teams across PR, Content, Marketing, Sales Development, Business Development and Partner Success. Prior to this role, Brian was the Business Development Director for Conduit, launching and developing the business's healthcare and technology segments. He brings to the role experience in driving global teams to develop and implement solutions for Fortune 500, public sector and scaling organisations in Europe and the US, developing partner channel strategies and building successful growth teams. Brian has also gained from experience working in finance and in the international tech start-up market.

**AVIVA****Brian O'Neill**

Brian joined Aviva in August 2018 after 12 years with Friends First Group, most recently as Strategic Marketing Director since 2012, and Head of Investor Relations from 2010 to 2012. Prior to this he was Product & Market Development Director with Prudential Europe. He began his career with Bank of Ireland Lifetime Assurance.

**IRISH DISTILLERS****Catherine Casserly**

Catherine has been with Irish Distillers Pernod Ricard for 12 years, since joining as Head of Sponsorship, PR & Events in November 2006. Within the group she has held roles including Senior International Marketing Manager, Global Brand Director and Global Market Activation Director for Jameson. Prior to joining Irish Distillers Catherine was a Sponsorship Manager at McLaren.

**KERRY GROUP****Catherine Keogh**

Catherine Keogh succeeded Frank Hayes as Kerry Group Director of Corporate Affairs in August 2018, moving from her previous role as Regional VP Marketing and Business Planning Kerry Taste & Nutrition Europe. She has a wealth of experience from over 20 years working in a number of senior roles in an International environment, previously with Alltech and more recently with Kerry.

**INSTITUTE OF DIRECTORS****Claire Bonfante**

With 17 years experience across professional services and entertainment sectors, Claire joined the Institute of Directors in August 2018, with responsibility for co-ordinating all IoD communications and marketing activity, including all PR enquiries, sponsorship and partnerships. She began her career as a Creative Producer, where for ten years she led the development of advertising campaigns for the music industry. Prior to taking her current position, Claire was Global Marketing Manager for risk consultancy Control Risks, working from both Dubai and London.

**INDEED****Cliona Hayes**

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.

**HSBC****Colette Roux**

Colette has been with HSBC since 2013, in a variety of roles across Leveraged Finance, Corporate Banking, Retail Banking and for the past 3 years in Marketing. Colette spent time in Asia, with a secondment to Hong Kong in 2017, where she was responsible for driving the customer experience strategy and managing the Financial Crime communications framework. Colette currently looks after HSBC's marketing brand and strategy for multiple International Markets, including Ireland. This includes developing and executing marketing campaigns and activities to strengthen the brand and add value to the business.

**ENTERPRISE IRELAND****Conor O'Donovan**

With Enterprise Ireland (EI), the Government's trade and innovation agency, since 2015, Conor has led the strategic development of Enterprise Ireland's global marketing and digital footprint across 33 markets to support the promotion of Irish exporters in international markets. Conor has also developed several Enterprise Ireland Brexit responses since the Brexit vote in 2016 including the PrepareforBrexit.com website which was recently cited by the European Commission as an example of a member state making advanced contingency planning, as well as the Brexit SME Scorecard which has helped over 3,000 Irish SMEs self-assess their risk exposure to Brexit and develop action plans. Conor is also responsible for the overall management of national communications and marketing for the Local Enterprise Office (LEO) network which supports over 12,000 SMEs across Ireland. Prior to joining EI he was Director of Policy & Communications at the Society of Chartered Surveyors Ireland.

**SMURFIT KAPPA****Damien Devaney**

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.

**AER LINGUS****Dara McMahon**

As Director of Marketing & Digital Experience for Aer Lingus Dara's role involves promoting the Aer Lingus brand globally. Key initiatives for 2019 include a full re-refresh of the Aer Lingus brand including a new uniform. Prior to Aer Lingus, Dara was Director of NewsBrands Ireland, marketing newsmedia as well as lobbying with government, MEPs and Commissioners at EU level. She also worked with Ulster Bank for thirteen years in senior marketing and strategic roles. She began her career with Guinness Ireland (now Diageo) on their first graduate program.

**VIRGIN MEDIA****Deirdre Macklin**

Beginning her career as PA to the CEO at Setanta Sports, Deirdre soon moved to TV3 in a marketing executive role. Over 12 years she ascended through roles as Sponsorship & Promotions Manager and Head of Branded Content, before becoming Marketing Director at TV3 in 2012. TV3 was taken over by Virgin Media in 2017 and she stayed on as Head of Marketing and Communications, leading a team of marketing and PR professionals as well as Virgin Media Television's in-house creative team of motion graphic designers, promo producers, commercial producers and multi-media designers.

**MUSGRAVE****Des O'Mahony**

Des joined Musgrave in 2001 and was previously Head of Marketing Strategy. Prior to joining the Musgrave Group he held roles as a Brand Manager at Connolly's Red Mills, a Marketing Specialist at Gateway and began his career as a Marketing Executive at Aer Lingus.

**JUST EAT****Edel Kinane**

Edel Kinane is Marketing Director of Just Eat, Ireland's leading marketplace for online food ordering and delivery. Working with her colleagues on the executive leadership team, Edel has spearheaded the growth and development of Just Eat in Ireland since 2014, achieving over 30% year on year growth. Prior to her current role at Just Eat, Edel was Marketing Manager at luxury retailer, Brown Thomas. She also spent time in a below the line agency delivering impactful and creative marketing campaigns for brands such as Pepsi, 7UP and Unilever. She also spent a period of time with Marie Claire magazine in Australia. Marketer of the Year finalist in 2017, Edel holds an honours degree from Trinity College Dublin in European Studies and has a Diploma in Digital Marketing from the Digital Marketing Institute.

**BRIGHTWATER****Eileen Moloney**

With a career spanning 23 years in marketing and sales, Eileen has been Head of Marketing at Brightwater since 2006, having joined the recruitment consultancy group in 2000. She holds a BA in Applied Languages from DCU. She previously worked in numerous marketing and event management roles across a range of sectors including hospitality, manufacturing and electronics. She now leads an award-winning marketing team managing the marketing activities for Brightwater Group across multiple offices including sponsorship, event management and digital marketing.

**ACCENTURE****Eithne Harley**

Eithne has been Director of Integrated Marketing at Accenture for 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.

**MARS IRELAND****Eoghan Crawford**

Eoghan joined Mars in February 2018, having spent five years in Mondelez International in Zurich, first as a Senior Brand Manager for Cadbury, then Brand Activation Manager for Philadelphia EU, then finally EU Biscuits Local Heritage Brands & Journey to Simplicity Lead. Prior to this he was self-employed for four years after leaving a Brand Manager role at Kerry Foods, where he had spent seven years. He began his career at Golden Vale after completing a BA in Food Technology Management from the University of Ulster.

**GLANBIA****Eoin Doyle**

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 17 years he's been Head of Marketing at Glanbia Consumer Foods Ireland.

**DELOITTE****Fintan Lonergan**

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, Telefonica and eight years as Head of Marketing & Sales at Aer Lingus showcase his distinguished career in marketing.

**MATHESON****Fiona Boland**

Spending over a year as Norwegian Market Executive for Tourism Ireland, Fiona went on to join Bord Failte. 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 was a marketing and a senior manager with Deloitte Ireland.

**FENERGO****Fiona McLoughlin**

With over 14 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.

**INVESCO****Gary Morissey**

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. He recently completed a Diploma in Strategic Digital Marketing with the MII and DIT.

**AD ROLL****Gavin Flood**

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.

**ENERGIA****Geoff Codd**

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.

**FLEX****Georgina Goff**

With a marketing career spanning over 20 years, Georgina was 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.

**BT****Gillian Chamberlain**

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.

**BOOTS IRELAND****Gillian Hennessy**

With Boots Ireland since 2011, Gillian was previously Marketing Manager with Boyne Valley Group from 2005-2011. She has also held marketing roles with Danone in London and L'Oréal, Nestle and O'Neills in Ireland.

**BANK OF IRELAND****Henry Dummer**

Prior to joining Bank of Ireland Henry was 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.

**DIAGEO IRELAND****Jennifer English**

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.

**HARVEY NORMAN IRELAND****Jennifer Fitzsimons**

With over ten years' experience in retail, five years at senior executive level, Jennifer has been Head of Marketing at Harvey Norman in Ireland since December 2012. Prior to this she was Product and Marketing Manager at Harvey Norman since 2007. Harvey Norman has 15 stores around the country and over 900 staff, and is a direct advertiser, so all marketing is done by the team here in Ireland, rather than replicated from its parent company.

**WILLIAM FRY****John Boyle**

John Boyle is Director of Business Development and Marketing at William Fry, one of Ireland's leading corporate law firms with offices in Dublin, London, San Francisco, Silicon Valley and New York. Prior to this John was CMO at PwC Ireland where he led the overall business development and marketing programme for their business in the Irish marketplace. An experienced Financial Services marketing practitioner, John held senior marketing posts with both Bank of Ireland Group and RBS / Ulster Bank and is a member of the Marketing Institute of Ireland.

**AVOLON****John Breslin**

Seeing a sharp rise in his career, John began 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's currently Assistant Vice President of Marketing EMEA.

**GRANT SONS****Karen Murphy**

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.

**RYANAIR****Kenny Jacobs**

Kenny Jacobs was appointed Chief Marketing Officer of Ryanair in February 2014. He joined from Moneysupermarket PLC where he held the same title. He has predominantly worked in retail, having been Marketing Director for Tesco Ireland and Brand Director for Tesco UK. Prior to this he worked for German based retailer, Metro Group in several marketing roles across Europe & Asia.

**IDA IRELAND****Kevin Hynes**

Kevin Hynes, VP Marketing at IDA Ireland, has spent the better part of 40 years with the state agency charged with attracting foreign direct investment to these shores. A graduate of UCD, his time at the agency has seen him serve within the Global Financial Services Team, with roles and responsibilities ranging across the life sciences division, business development, banking, and global investment management.

**HUBSPOT****Kieran Flanagan**

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.

**SHANNON GROUP****Laura Chawke**

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.

**ELECTRIC IRELAND****Lisa Browne**

Lisa previously 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.

**TRANSFERMATE****Lisa Dunphy**

Lisa joined TransferMate Global Payments in April 2018 as Head of Marketing. She came from Green Acre Marketing in Waterford, a unique marketing business that operates solely in the agribusiness sector. Prior to this she worked with Avrum Group, a group of independently operating businesses with interests in agronomy, seed, animal nutrition and biofuels. She began her career in the hospitality marketing sector, with stints at Mount Juliet in Kilkenny and Westin Dublin.

**TAXAMO****Liz Karayusuf**

Liz has 16 years' international and domestic experience on both agency and client sides. She joined Taxamo in March 2018 to lead the marketing function to support growth of the organisation both in Europe and the United States. Prior to this she spent 12 years in Ireland and the UK specialising in International marketing for Business to Business technology companies holding positions with Three Ireland, Bentley Systems, Vielife, Sybase UK and Sage.

**IRISHLIFEHEALTH****Liz Rowen**

Liz is currently the Head of Marketing for Irish Life Health and holds responsibility for the development of the brand and Customer experience since September 2016. Accountability also sits with the Marketing function for the development of their new benefit propositions, Corporate Wellness programmes and Digital strategy. Previously Liz held the position of Head of Marketing for Aviva Health and prior to this Marketing Director with GlaxoSmithKline Consumer Business.

**LAYA HEALTHCARE****Lorraine Walsh**

Lorraine Walsh is the Head of Marketing at laya healthcare. Her role involves looking after the advertising, media planning, corporate and consumer PR, customer communications, brand management, research, sponsorship, internal communications, digital and social media. She joined Laya in 1999 and has a business degree specialising in Marketing from the Cork Institute of Technology. She holds a diploma in Strategic Marketing Management from the Irish Management Institute and also undertook a Senior Executive Programme at the Irish Management Institute.

**DAA****Louise Bannon**

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.

**KX (FIRST DERIVATIVES)****Louise Cunningham**

Kx is a division of First Derivatives, where Louise has worked as Global Marketing and Events Manager since 2010. First Derivatives (FD) is a leading provider of products and consulting services to some of the world's largest finance, technology and energy institutions. FD is the developer of the world-leading database technology kdb+. The Group's Kx technology is used by some of the world's largest finance, technology and energy institutions.

**MAGNET NETWORKS****Louise McKeown**

Louise joined Magnet Networks 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.

**LEINSTER RUGBY****Marcus O'Buachalla**

Marcus was educated in Colaiste Eoin, Stillorgan before going on to complete a degree in Business and Legal Studies in UCD and qualifying as a solicitor in 2007 with William Fry. In 2009 he joined leading Irish PR agency Pembroke Communications to work in their Sports and Sponsorship division. His client list included the GAA, the LGFA, Dublin GAA County Board, Bord Gais Energy U-21 Hurling Championship, AIG, Under Armour, Sports Surgery Clinic, Setanta Sports, TG4 and the FBD 7s. He also completed a Diploma in PR and Event Management in the Dublin Business School in 2012. Marcus has worked with a number of print titles and broadcast media over the years including Setanta Sports, Foinse, Raidih na Life, Raidi na Gaeltachta, Newstalk, Irish Daily Star and he still commentates with TG4 and TV3 on Gaelic games. He has also contributed extensively on the business of sport and sponsorship in Ireland with the likes of RTE's Drive Time and 2FM's Tubridy.

**TOURISM IRELAND****Mark Henry**

Mark leads the Central Marketing Division of Tourism Ireland the public body that promotes the Island of Ireland as a tourist destination overseas. He has been with Tourism Ireland over 16 years, in roles including Head of Research and Planning, Overseas Marketing Director and his current position. He sits on the boards of the Irish Heritage Trust and Make-A-Wish charity foundation, and is on the editorial board of the Journal of Brand Strategy. He is Vice President of the European Travel Commission and has also served on the board of the Irish Tourist Industry Confederation.

**DAIRYGOLD****Mark Keller**

Head of Sales & Marketing at Dairygold since 2014, Mark is also a board member of Guaranteed Irish since 2017. At Dairygold he has overseen the relaunch of Dairygold Co-Operative Society's Brand across all business units, and a new website. His previous experience includes senior sales executive roles at WWRD UK and Waterford Crystal.

**VOLKSWAGEN IRELAND****Mark McGrath**

Mark McGrath has served as Head of Marketing at Volkswagen Ireland since 2017, and as Digital Marketing Manager prior to that. He joined from General Motors (Opel) Ireland where he was Digital Brand Manager. He has also worked with SmartGlass International, Nada Dairy and Kantar Media.

**SALESFORCE****Mark Stanley**

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/Skillssoft, CBT Systems and Gateway. He also volunteers at Citywise Education, Habitat for Humanity Ireland and Room to Read.

**INTEL****Mary-Ruth McDaid**

With vast experience in technology multinationals, Mary-Ruth has been with Intel since 2015, leading a marketing and communications team, we play a role in connecting with current and potential employees. She has previously spent three years on Internal Communications with Microsoft and five years before that in marketing roles at Microsoft. Originally a software developer she joined IBM Ireland as a systems engineer in 1988, and moved into a sales role there.

**LAND ROVER IRELAND****Melanie McCourt**

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.

**NATIONAL LOTTERY****Michael Hayes**

Michael joined the National Lottery in 2016, from Musgraves, where he had served as Head of Marketing (UK), and Interim Marketing Director since 2011. Prior to this he was Marketing Director at Meteor from 2006-2008. He also held senior marketing roles with Robert Roberts, and General Mills, after spending 13 years with Diageo.

**CIRCLE K****Michael-John Tierney**

Michael John is currently Circle K's marketing lead. An inter-county Gaelic Football player, Tierney is not the only member of the list who has paired a storied sports vocation with a successful marketing career. Joining Topaz in 2010, Michael John rose through the ranks serving in multiple communications and brand positions before becoming Head of Marketing in 2016, during which time the group re-branded from Topaz to Circle K.

**PADDYPOWER BETFAIR****Michelle Spillane**

Michelle joined Paddy Power Betfair in January 2018 with an impressive resume to her name. She most recently served as Director RTE Global & Marketing from 2014, after spending two years as CMO for Microsoft Ireland. She was Head of Marketing at Bank of Ireland from 2006-2012 and Marketing Director for ITV Worldwide in London from 2003-2006.

**AVIVA****Michelle White**

A graduate of Trinity College, Michelle White has served a leading role in Aviva's marketing and customer communications since joining the company in 2014. During this period the company has seen double-digit growth in profits across three consecutive years. In September 2018, Michelle helped oversee a new advertising campaign for the brand.

**SANTOS DUMONT****Nancy Derby**

With over 14 years' experience in various commercial and regulatory roles in aviation, Nancy is one of the few multilingual (she speaks English, Russian, Turkish, Farsi and Arabic) aviation business professionals in Ireland. At Santos Dumont since 2016, she is currently involved in asset management, directing aircraft placements, aircraft trading and investor relations in the Middle East and Asia, marketing Irish aviation expertise abroad.

**AIG****Naomi Sabherwal**

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 moving on to being a Marketing Specialist ten months later. She has been with AIG since March 2017.

**FAILTE IRELAND****Niall Tracey**

Niall is Director of Marketing for Failte Ireland. As well as being responsible for brands like Wild Atlantic Way and Ireland's Ancient East, Niall oversees research and insight, and domestic marketing activity encouraging 10.5 million domestic visitors to stay in Ireland for a holiday in 2017. In addition, Niall is responsible for the tourist information network across the country providing face-to-face advice and recommendations to 1.5 million visitors each year. Prior to Failte Ireland, Niall worked with well-known brands including Aldi, Kerrygold, Aviva, SuperValu and Diageo.

**IRISH FERRIES****Nora Costello**

Nora joined Irish Ferries in October 2018 after 13 years with Unilever, working her way up from 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 January 2017.

**RTE****Nora Torpey**

Nora joined RTE in 2018 as Head of Marketing and Communications, leaving Tesco Ireland after four years as Head of Brand Strategy and Communications. Prior to this she worked in a number of brand manager roles across Coca-Cola Ireland, The Coca-Cola Company and Coca-Cola North West Europe & Nordics.

**ERVIA****Orlaith Blaney**

Joining Ervia as Group Head of Brands and Marketing in March 2016, Orlaith swiftly became Chief Communications and Marketing Officer in April 2017. 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.

**ELAVON****Orla McGuinness**

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.

**DALATA****Patrice Lennon**

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. Patrice now heads up the Group Sales & Marketing team with key responsibilities for all marketing and e-commerce activity, strategic planning and budget management across all business segments. Patrice is a graduate of Dublin Institute of Technology and Michael Smurfit School of Business.

**PAUL CONSTRUCTION****Peter O'Moore**

With over 13 years' experience, 10 of those in construction sector marketing, advertising & business development, Peter has been with leading building and civil engineering contractor John Paul Construction since 2015. Prior to this he was Business Development Manager at multi-disciplinary Engineering Consultancy Barry & Partners. He has previously worked with Update Group, Intelligo Software and Dell.

**HEINEKEN IRELAND****Radina Shkutova**

Radina Shkutova was appointed Marketing Director, Heineken Ireland in September 2016. She joins Heineken Ireland from the Heineken Bulgaria where she was Marketing Manager since 2013. Prior to this she moved through a number of Brand Manager roles since joining the Heineken Zagorka Brewery in 2005, coming from the Publicis Marc Group. Radina holds a BA in Business Administration and Management from the American University Bulgaria.

**SKODA****Raymond Leddy**

Leddy joined Skoda Ireland in 2000. His first role was as sales and marketing assistant, and four years later, he became area sales manager and then in 2008 marketing manager. In 2012, Leddy became head of marketing, overseeing a team of 25. In July, Skoda's market share had risen to 7.2 per cent for the first half of 2018. It marked the brand's highest ever market share as they strive to overtake Nissan and Ford and make the top four. Skoda was the official car partner to the World Meeting of Families and the Papal visit.

**ALDI****Rita Kirwan**

Marketing Director of Aldi Ireland since 2015, Rita leads a team of 15 in the marketing department. She was previously Head of Brand Communications & Sponsorship at O2 Ireland from 2012-2015, and Marketing Director Tayto, Tayto Parka & Hunky Dories from 2007-2012. She spent two years as Regional Manager North America with Jameson, and three years with Pernod Ricard USA in New York.

**ZENDFAST****Robert Campbell**

Robert has been CMO of Zendfast since January 2017. He has also been 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.

**ALLIANZ****Robert McEvoy**

Rob joined Allianz Ireland in 2010 where he was responsible for leading and growing their direct & digital business. In 2017 he was appointed Head of Market Management and in that time has restructured Allianz marketing organisation and set about redefining marketing as a strategically central part of one of Ireland's oldest and most successful insurance companies. Rob holds an MBA from the Michael Smurfit Graduate Business School (UCD), a BSc. in Marketing and Management from the Dublin Institute of Technology, and is also a Qualified Financial Advisor.

**CAIRN HOMES****Ruchika Hassan**

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.

**JP MORGAN****Sandra Farrell**

Sandra joined J.P. Morgan in 2017. 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.

**IBEC****Sarah-Jane Willoughby**

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.

**MICROSOFT****Sean O'Connor**

Montana man Sean O'Connor has been with Microsoft since joining in 2007 as a Search Media Analyst, moving through a number of Strategy and Sales roles before being appointed Director of Marketing, leading the Bing Ads Marketing Team for the EMEA region in Dublin. His side hustle, Tavosa Wines, produces about 200 cases of wine annually in Sonoma Valley, California.

**FEXCO****Shane Kavanagh**

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 was Commercial Director for the Eastern Caribbean before being Group Head of Marketing Strategy for Digicel. He holds a B.Sc. Marketing & Management in marketing from Trinity College Dublin.

**LIDL IRELAND****Sian Gray**

A senior marketing executive with over 15 years of experience, Sian joined Lidl as Head of Marketing in 2016. She was previously Head of Marketing at Doc Morriss/Lloyds Pharmacy, the Children's Medical & Research Foundation, and Nokia, and Marketing Manager at Reebok Ireland and Vodafone Ireland.

**THREE****Sinead Slattery**

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.

**UNIPHAR****Siobhan Flynn**

Marketing Director at Uniphar Group since 2017, Siobhan joined the Group as Marketing Director in 2016. She was previously Marketing Manager at Allcare Pharmacy, Arthritis Ireland and has held marketing roles within TK Maxx, Huges & Huges Booksellers and Abbey Films Distributors.

**VISA****Siobhan McKeown**

Siobhan has been Senior Manager in Marketing Communications for Visa Ireland since March of 2017. She was previously Marketing Manager of THE OUTLET brand at Aramark from October 2010 to April 2016. Her others roles in client services and accounts have been in ASG & Partners, Manleys, Ogilvy & Mather and FCB Inferno.

**DELIVEROO****Siobhan O'Donoghue**

Slobhan is an award winning marketer with an aptitude for generating original and creative ideas and approaches to marketing. Commercially minded, creative and analytical with the ability to turn targets into campaigns that work. The drive and lead behind 'Rooting for the Wallabies' in 2013 and 'Keep The Faith' in 2014, the most successful marketing activities ever in Sportsbet. Each garnered massive free coverage nationally and globally, delivering unprecedented brand awareness scores and millions of dollars in free advertising.

**KINGSPAN****Siobhan O'Dwyer**

An experienced senior executive with an entrepreneurial background, Siobhan O'Dwyer has been with Kingspan since 2015 as Head of Strategic Marketing, and was appointed Global Marketing Director in January 2018. Previously she was VP of Marketing at Nualight, an innovative LED lighting company, and Brand Director with Threesixty, a B2B agency with a focus on food, cleantech and science.

**ICON****Susan Dempsey**

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 joined ICON and moved into the role of Global Marketing Director where she has specialised in B2B services and strategic marketing programs for organisational growth. A strategic thinker, her experience spans a wide range of sectors including professional services, telecoms, software localisation, and healthcare.

**AIB****Tom Kinsella**

Tom joined AIB in November 2012 as Group Marketing Director and was appointed to his current role as Chief Marketing Officer and to the Leadership Team in November 2015. Prior to joining AIB, he worked in a variety of roles in Diageo, working locally and internationally across Europe, Asia and the Americas on a wide variety of leading brands including Guinness and Baileys.

**ULSTER BANK****Tony Boylan**

Tony Boylan has been to the fore of the marketing industry in Ireland for over 20 years. He has broad industry experience of leading the marketing function across pharmaceutical, insurance and most recently banking. As the Head of Marketing in Ulster Bank he manages an array of Ulster Bank initiatives and programs, including advertising, digital marketing, branding, social media campaigns, and events and sponsorships. He is also responsible for strengthening the bank's brand and building its position as a trusted financial leader in the Republic of Ireland.

**KPMG****Tricia Gallagher**

Tricia was made KPMG Ireland Director of Marketing & Proposals in July of 2017 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.

**BORD BIA****Una Fitzgibbon**

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.

**TOTAL PRODUCE****Vincent Dolan**

Vincent Dolan was appointed Group Marketing Director of Total Produce in December 2013 having previously held the position of European Marketing Manager since January 2008. Prior to this, Vincent held the position of Marketing Manager, Fyffes Ireland from 1998 to 2006. Vincent is a Board member of Freshfel Europe, and is Chairperson of Freshfel's Promotion, Communications and Image Committee. Vincent holds an MBS in Strategic International Marketing and is a member of the Marketing Institute of Ireland.