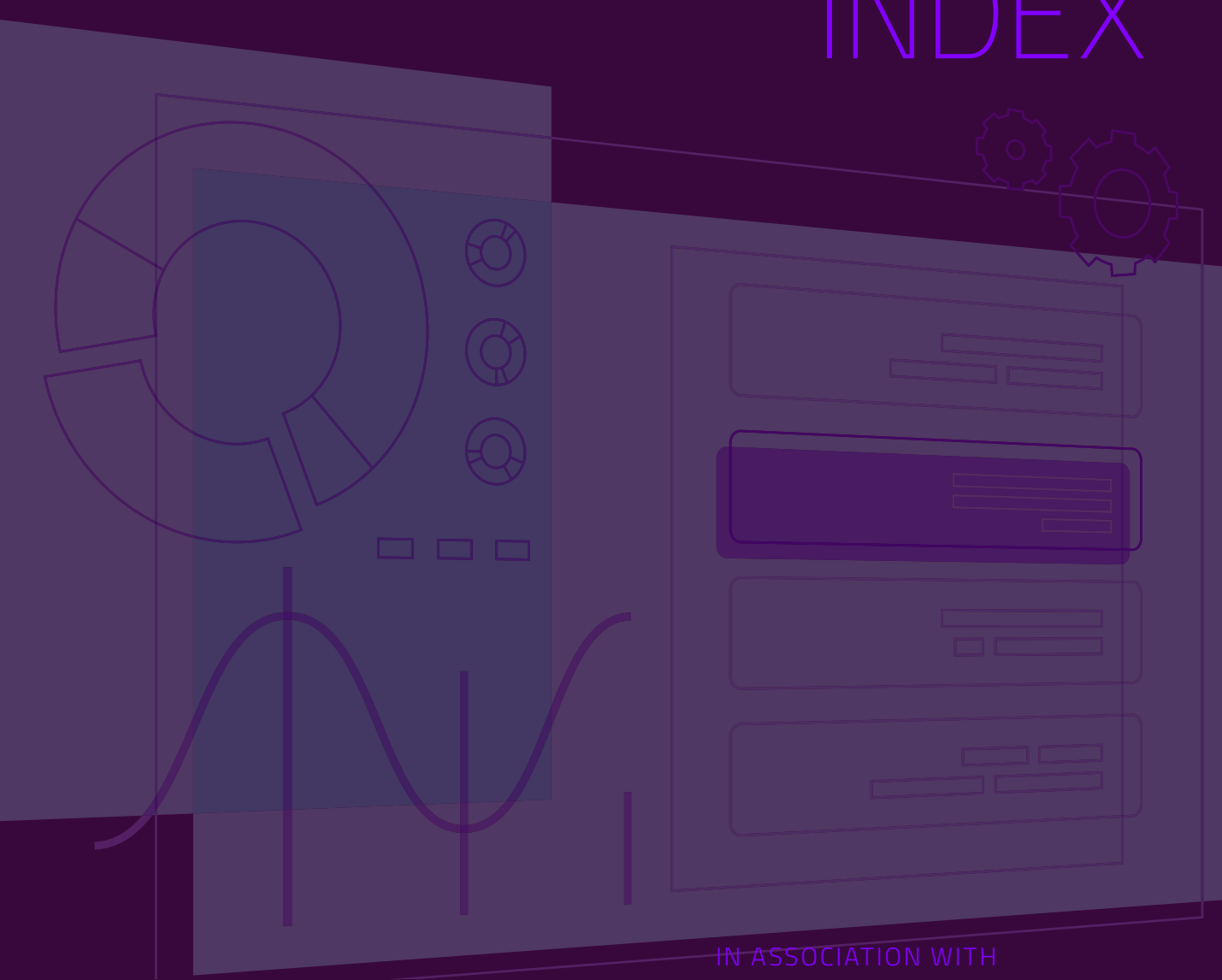


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LOUISE BANNON | *HEAD OF MARKETING, DAA*

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. Three years later, she moved to the Dublin Airport Authority, where she attained her current position as Head of Marketing. Her responsibilities have included programmes focused on consumers, B2B, and partner marketing. From In 2017, she was appointed as President of the Association of Advertisers in Ireland, working to raise the group's profile and grow its membership base.

FIONA BOLAND | *DIRECTOR OF MARKETING, BUSINESS DEVELOPMENT AND COMMUNICATIONS, WALKERS*

With 20 years' experience of working in professional services and tourism, Fiona began her career via an IBEC grad programme with Tourism Ireland in Oslo. Before becoming Director of Marketing, BD & Communications at Walkers in 2019, Fiona worked in senior roles as Director of Marketing at Matheson and as a Senior Clients and Markets Manager with Deloitte Ireland for over 9 years. Fiona holds an MSc in Marketing and Business French from T.U. Dublin and a BA International from UCD with 1 year completed in Université Bordeaux III.

JOHN BOYLE | *DIRECTOR BUSINESS DEVELOPMENT & MARKETING, WILLIAM FRY*

John Boyle is Director of Business Development and Marketing at William Fry, one of Ireland's leading corporate law firms with offices in Dublin, Cork, 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.

JACKIE BRANNIGAN | *DIRECTOR OF MARKETING, MATHESON*

A career spanning over 20 years in marketing, Jackie began her career with Nokia Ireland before becoming Head of Marketing for Luzern. Two years there saw her take up the role of Marketing Manager for Microsoft Ireland and in 2017 she took up the role of EMEA Channel and Device Marketing Manager – Western Europe Lead. In 2019, she moved to Matheson where she leads a high profile team of marketing professionals with responsibility for all marketing activities for the firm.

MARK BRENNAN | *HEAD OF MARKETING, ALLIED IRISH BANK*

Mark is a leading marketing and business leader with over 15 years global marketing experience, successfully building brands and driving commercial success across multiple industry sectors and organisations including AIB, EBS, Guinness, Volkswagen and L'Oreal. Mark worked in London for 10 years in some of the biggest Global Advertising Agencies such as DDB and Adam&Eve before joining AIB in late 2013. Following a three year tenure as Head of Digital Marketing & Innovation at AIB, Mark was appointed Head of Marketing, with responsibility for all mortgage marketing activity for the AIB Group, which incorporates both the AIB & EBS Brands.

LISA BROWNE | *HEAD OF MARKETING & CUSTOMER INSIGHTS, ESB GROUP*

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

MARICKA BURKE KEOGH | *GLOBAL PRODUCT MARKETING, GENESYS*

Maricka is the Global Product Marketing Director at Genesys, the customer experience platform that delivers customer journeys for companies worldwide. She leads the product marketing strategy of Predictive Routing and AI platform, KATE. Prior to this, the ex-Googler and technology enthusiast was Head of Digital Marketing at Altocloud (acquired by Genesys, Feb 2018). She holds an MSc in Marketing Practice, Business from University College, Dublin.

TRISH BUTLER | *CHIEF MARKETING OFFICER, TAXBACK GROUP*

A career spanning over 20 years in marketing, Trish began as a Marketing Intern for Enterprise Ireland in Dusseldorf, Germany before joining Siemens as a Marketing Executive in Munich. In 2002, she moved agency side working for McCann Erickson and other London agencies on accounts including Microsoft, Dell, Gartner and Intel. She moved back client side to work for Kingfisher Group companies Screwfix and B&Q before returning to Ireland in 2014 where she joined CoreHR as Head of Marketing. In 2016, she joined Immedis, part of the Taxback Group, and was recently promoted to Group CMO in July 2019 looking after Marketing across all subsidiaries in the Group. A marketing leader whose experience spans Growth, Positioning and Brand Strategy, Go to Market Strategy, Business Transformation, Employee Engagement and Internal Comms.



ROBERT CAMPBELL | CHIEF MARKETING OFFICER, ZENDFAST

Robert graduated with a Bachelor of Commerce and Master of Management Science degrees from UCD. Robert then joined Insight Software, developing and selling international business applications for IBM computers. As Director of Precision Software spending nearly 20 years (including CMO & CEO positions), he developed and marketed award-winning International Trade Logistics solutions worldwide. Since then, as CMO, he has worked with a number of ventures covering SAP technology and applications and clinical trial software. He recently joined Zendfast, an international same-day package delivery IT platform. Robert has also served as a Council member on the Irish Exporters Association.

ELAINE CAREY | CHIEF COMMERCIAL OFFICER, THREE

Elaine Carey has been Chief Commercial Officer of Three Ireland since January 2013. Prior to this, she acted as Three Ireland's Sales and Marketing Director. Her role involves responsibility for sales strategy across digital, social media and web. She works with a focus on growing profitable channels that deliver connections in line with business profit and loss. She is also responsible for Consumer PR, working with the team and agency to create PR campaigns to support and create awareness for their products and services.

CLYDE CARROLL | DIRECTOR OF MARKETING & COMMUNICATIONS, WE ARE DUBLINTOWN

Clyde Carroll oversees all of DublinTown's marketing initiatives including Dine in Dublin, The DublinTown Food and Drink Festival, the Dublin Fashion Festival and Dublin at Christmas, Dublin City's Christmas Lights. Digital plays an important part of DublinTown's marketing strategy and Clyde manages the content creation on five websites and multiple social media platforms including the award-winning DublinTown.ie.

In 2016, Clyde was invited to sit on the communications steering group set up under the Department of the Taoiseach to oversee the public communications for the Ireland 2016 Centenary Commemorations. Clyde was a member of the branding subgroup of the 'Grow Dublin Tourism Implementation Group,' the group responsible for delivering the Dublin brand that now markets Dublin overseas. Clyde is also course director for the Fitzwilliam Institute Group Diploma in Event Management course.

SEAN CARTY | HEAD OF ONLINE AND DIGITAL, ZURICH

With over 20 years' experience in digital marketing, Sean spent almost seven years in financial services marketing for Aviva before joining Zurich Life Assurance plc in May 2007. Since then, he has developed a consistent reputation for pioneering digital marketing strategy, ensuring it was the first in the life industry in Ireland to engage with its customer base via social media, responsive website design and most recently voice activation. Sean has also overseen a number of award winning digital campaigns such as 'Time Flies' and the internationally acclaimed 'Cost of Education' savings campaign which have helped to increase the company's online visibility to unprecedented levels.

CATHERINE CASSERLY | MARKETING DIRECTOR, IRISH DISTILLERS

Catherine started her career on the Bord Bia graduate programme based in the Dusseldorf office. She then moved to the McLaren Formula One team in London and joined Irish Distillers as International PR Manager in 2003 and has been with the business for over 16 years. She took on the role as Head of Sponsorship, PR and Events for Jameson globally in 2006 and was responsible for developing Jameson's global film sponsorship platform. She went on to hold various Jameson global marketing roles including Jameson brand director delivery and Global Market Activation Director. She took up her current role as Marketing Director Ireland in July 2016.

GILLIAN CHAMBERLAIN | GENERAL MANAGER – BUSINESS SALES & MARKETING, BT

Gillian Chamberlain is the Director of Sales and Marketing for BT's Ireland Business division. With over 25 years' experience in sales, marketing and customer relationship management, Gillian joined BT in August 2011 as Head of Corporate Marketing and Propositions. In 2015 she assumed the role of General Manager, Commercial & Marketing, where she led the product, commercial and marketing functions for both the business and wholesale channels for the Ireland business. Prior to joining BT, Gillian worked for IBM, Hewlett Packard and IBEC. Gillian holds a BSc honours degree in Business Management from Trinity College and has a post-graduate diploma in Marketing Practices from the Smurfit Business School at UCD.

LAURA CHAWKE | MARKETING MANAGER, SHANNON GROUP

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.



GEOFF CODD | *HEAD OF MARKETING & RETAIL DEVELOPMENT, ENERGIA*

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.

TARA COLLINS | *CHIEF MARKETING OFFICER, NATIONAL BROADBAND IRELAND*

Tara Collins is CMO of National Broadband Ireland. NBI is rolling out the National Broadband Plan, bringing 100% coverage to the population to ensure an end to digital divide, demonstrating how private sector and governments can work together to solve some of the world's biggest challenges. Tara is a senior business executive with over 20 years' experience in both Irish and International firms, public and private sectors with an extensive background in marketing, communications, PR, business development, corporate relations; creating and managing high value relationships and accounts, having held senior roles in Ryanair, Seniors Money International, Smurfit Business School, Hewlett Packard and University College Dublin. She has travelled extensively and has spent numerous years throughout her career working and living in various cities in the USA, UK, Europe, Australia and Asia. Tara holds a Bachelor's Degree from the Technological University Dublin, a Professional Diploma in Business & Executive Coaching from the UCD Michael Smurfit Graduate Business School and is also a Harvard Business School Alumna.

RUTH COSGROVE | *DIRECTOR OF MARKETING AND COMMUNICATIONS, SMURFIT KAPPA*

Ruth took up the role of Director of Marketing in January 2019, but has been working in Smurfit Kappa for the past four years building the Global Brand Strategy. Previously, Ruth was Marketing Manager for Britvic International working in the US market. She held a variety of senior brand roles in Johnson & Johnson on both consumer and OTC brands such as Johnson's Baby, Neutrogena, Benylin, and Calpol.

FRANCES DEASY | *HEAD OF MARKETING AND SALES, MARKS & SPENCER IRELAND*

Frances is Head of Marketing and Sales with overall responsibility for Marketing and Sales strategy for Marks & Spencer in the Republic of Ireland. She joined M&S in 2003 and has held several senior roles within the business in the UK and Northern Ireland. Prior to joining M&S, she held various management and project management roles spanning 25 years' experience within the retail sector. Frances sits on the board of directors of the RRAI and is in her final year of completing an MBA from National College of Ireland Business School.

DAVID DEIGHAN | *HEAD OF COMMUNICATIONS, KPMG*

Dave Deighan is Head of Communications with KPMG. A graduate of DCU, Dave's career has included making TV ads for Guinness and Carlsberg, as well as time spent in the out of home media business as a Director of JCDecaux. As Head of Communications at KPMG, Dave is responsible for advertising, PR, media and digital at Ireland's largest professional services firm.

SUSAN DEMPSEY | *GLOBAL MARKETING AND COMMUNICATIONS DIRECTOR, ICON*

A career spanning over 26 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 with Critical Path 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.

NANCY DERBY | *COMMERCIAL DIRECTOR, SANTOS DUMONT*

With over 14 years' experience in various commercial and regulatory roles in aviation, Nancy is one of the few multilingual aviation business professionals in Ireland. She speaks English, Russian, Turkish, Farsi and Arabic. With 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.

VINCENT DOLAN | *GROUP MARKETING DIRECTOR, TOTAL PRODUCE*

Vincent Dolan became Group Marketing Director of Total Produce in December 2013 having previously served as European Marketing Manager since January 2008. Prior to this, Vincent was Marketing Manager of Fyffes Ireland from 1998 to 2006. In his current role, Vincent coordinates Total Produce group corporate marketing strategy across the company's European and North American operations. Since 2016, Vincent has served on the board of Freshfel Europe, the fresh produce industry's representative association.



EOIN DOYLE | *DIRECTOR OF MARKETING & INNOVATION, GLANBIA IRELAND*

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

ALISON DUFFY | *GROUP MARKETING LEADER – BRAND AND COMMUNICATIONS, IQ-EQ*

Alison is responsible for managing and communicating the IQ-EQ brand both externally and internally across its 23 locations worldwide. Prior to joining IQ-EQ 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 Computer Entertainment Europe (PlayStation).

REBECCA DUFFY | *MARKETING MANAGER, APPLGREEN*

Rebecca is an experienced marketing professional who began her career in the medical industry working as Sales & Marketing Lead for Philips in Ireland. She has been with Applegreen plc since August 2018. In her role as Marketing Manager she leads marketing activities for their Commercial Fuels business. She holds a MSc in Marketing from TU Dublin and a MSc in Management from UCD Graduate School of Business.

HENRY DUMMER | *CHIEF MARKETING OFFICER, BANK OF IRELAND*

Henry started his career with Mars Confectionery and GlaxoSmithKline in London before moving to Ireland in January 2006 as Customer Marketing Director at Diageo Ireland. From this he moved on to Marketing Director at Tesco Ireland where he spent five years. Prior to joining Bank of Ireland Henry was Group Marketing Director at eir since November 2016.

JENNIFER ENGLISH | *GLOBAL BRAND DIRECTOR (SVP), BAILEYS AND ROE & CO, DIAGEO IRELAND*

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.

UNA FITZGIBBON | *DIRECTOR OF MARKETING AND COMMUNICATIONS, BORD BIA*

Una is Director of Marketing and Communications at Bord Bia – the public body responsible for promoting Ireland as a source of food, drink and horticulture. She is responsible for effective marketing communications to consumer and business audiences at home and abroad. She has been with Bord Bia for 23 years serving in sector, client service and entrepreneurship roles as well as her present position. Una is a member of the Bord Bia Senior Leadership team since 2006. Una was previously a National Sector and Region Manager at Enterprise Ireland, a Marketing Consultant with Omnicom Media Group in the UK and a Global Business Analyst at Diageo. Una is a member of the Food Safety Consultative Council and previously served on the board of Gaisce.

JENNIFER FITZSIMONS | *HEAD OF MARKETING, HARVEY NORMAN IRELAND*

With over 14 years' experience in retail, Jennifer has held the role of Head of Marketing at Harvey Norman Ireland since December 2012. Prior to this she was a Product and Marketing Manager at Harvey Norman. As a direct advertiser she leads the team in the planning, buying, production, execution and analysis of their marketing campaigns. Harvey Norman opened its first store in Ireland in 2003 and now has 15 stores around the country.

KIERAN FLANAGAN | *VP MARKETING, HUBSPOT*

Kieran is VP Marketing for Hubspot, the company that develops and markets software products for inbound marketing and sales. 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.



SARAH FLEURY | *HEAD OF MARKETING, DIAGEO BRAND HOMES IRELAND*

Sarah has been Head of Marketing for the Guinness Storehouse since 2017. Last year, her role was expanded to include all of Diageo's portfolio of Irish Brand homes, including the new Roe & Co distillery. Prior to this, Sarah worked in regional digital marketing roles for both Johnson & Johnson and Kerry, as well as Global Digital Marketing Manager for Philips, based in Amsterdam.

SIOBHAN FLYNN | *MARKETING DIRECTOR, UNIPHAR*

Marketing Director at Unipharm 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, Hughes & Hughes Booksellers and Abbey Films Distributors.

MARGARET FORSYTH | *MARKETING MANAGER, TESCO IRELAND*

Margaret Forsyth is a highly experienced customer-centric Shopper Marketing and Point of Sale Manager, with a demonstrated passion for bringing strategy and campaigns to life in the retail environment. She is highly creative and skilled in visual merchandising, experiential marketing management, customer acquisition and satisfaction, and integrated marketing. She specialises in creating and developing key seasonal, local and trade driving campaigns into the store environment. Margaret, her team and external partners develop all the visual elements to bring theatre and innovation to stores to both surprise and delight customers, resulting in sales and loyalty. Margaret holds a qualification from the Marketing Institute of Ireland.

TRICIA GALLAGHER | *HEAD OF MARKETING & PURSUITS, KPMG*

Tricia joined KPMG as Head of Marketing and Pursuits in 2017, taking a leading role in developing strategy to deliver on sustainable and profitable growth ambitions for the firm. Prior to this role, Tricia had her own Marketing and PR agency 'Storm PM' before going on to senior management positions with PwC and Maples. She is a keen advocate of the 20x20 campaign, where KPMG is a lead sponsor.

JUDY GLOVER | *SENIOR MARKET DIRECTOR, CIRCLE K*

As Senior Market Director, Judy is responsible for the Marketing, Loyalty, Category Management and Concept strategies at Circle K Ireland. She started her career as a buyer with Tesco Ireland before moving to a Category Management role in Topaz in 2009. Shortly after joining Topaz, Judy took charge of the Category Management department which developed the Re.Store concept at Topaz locations nationwide. In her current role, Judy has introduced the Simply Great Coffee brand into the Irish market and is currently leading the exciting and successful rebrand of Topaz to Circle K.

SIAN GRAY | *HEAD OF MARKETING, LIDL IRELAND*

A senior marketing executive with over 20 years of experience, Sian joined Lidl as Head of Marketing in 2016. She was previously Head of Marketing at Lloyds Pharmacy, The Children's Medical & Research Foundation, headed up Nokia's marketing function for 6 years, and was Marketing Manager at Reebok and Vodafone Ireland.

HUGH HARDIMAN | *DIRECTOR OF PUBLIC AFFAIRS, INTEL*

Hugh is Director of Public Affairs for Intel Ireland, the manufacturing, research and design company with 4,900 employees across Ireland. Prior to this, Hugh was Head of Communications and Public Affairs with Bayer. He was Special Assistant to the Minister at the Department of Justice and Equality for five years from 2002 and holds a Masters in Business Administration from University College Dublin.

EITHNE HARLEY | *DIRECTOR OF MARKETING – LEADING VOICES, ACCENTURE*

Eithne has held senior Marketing roles at Accenture in Ireland, the UK and globally over the past ten 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. Passionate about the intersection of arts and business she serves on the Board of Dublin Theatre Festival.



CLÍONA HAYES | *DIRECTOR OF GLOBAL SMB MARKETING & COMMUNICATIONS, INDEED*

Clíona 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.

GILLIAN HENNESSY | *HEAD OF MARKETING, BOOTS IRELAND*

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’Oreal, Nestle and O’Neills in Ireland.

MARK HENRY | *CENTRAL MARKETING DIRECTOR, TOURISM IRELAND*

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 for 18 years, initially as Head of Research and Planning before taking up his current position. He is a board member of the Irish Heritage Trust and an editorial board member of the ‘Journal of Brand Strategy’. A former Vice President of the European Travel Commission, Mark holds an International Executive MBA from UCD.

TOMMY INCORVIA | *HEAD OF MARKETING, TRANSFERMATE GLOBAL PAYMENTS*

A career spanning over 14 years in marketing, Tommy began as a Relocation Marketing Coordinator for Martha Turner Sotheby’s International Realty before becoming Marketing Manager for Trireme Capital. Tommy then took up the role of Digital Media Director for TKO Advertising and seven years there saw him move to WorldFirst where he was Head of Marketing – Americas. In 2019, he joined TransferMate Global Payments as Head of Marketing for the global payments company.

AMANDA JACKSON | *CUSTOMER MARKETING DIRECTOR, C&C GLEESON*

Amanda is Customer Marketing Director for C&C Gleeson, part of the C&C Group which is the manufacturer, marketer and distributor of some of Ireland’s well-known drinks brands including Bulmers Original Irish Cider and Tipperary Pure Irish Water. She started her career as Channel Plan & Activation Manager with Diageo before taking up the Customer Marketing Manager role. After ten years with Diageo, she joined C&C Gleeson in 2018. She holds a Bachelor of Arts from the Dublin Business School.

KENNY JACOBS | *CHIEF MARKETING OFFICER, RYANAIR*

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 and Asia.

SARAH JENNINGS | *MARKETING DIRECTOR, SKY IRELAND*

Sarah is Marketing Director for Sky Ireland. She manages brand, trading performance, campaign delivery, media and proposition planning for both the Sky & NOW TV brands in the Irish market. Sarah joined Sky Ireland in 2014, having spent over 10 years working in Marketing in the telecoms and financial services industries, including AXA, Aviva, Eir and O2.

LIZ KARAYUSUF | *DIRECTOR OF MARKETING, TAXAMO*

Liz joined Taxamo in March 2018 as Director of Marketing to lead the marketing function and support business growth in Europe and the United States. Liz has focused her career over the past 14 years in International marketing for B2B technology companies, building experience in global strategy development and implementation, brand management, demand and lead generation, USP development, content strategy and global PR management. She has previously held positions with Three Ireland, Bentley Systems, Vielifie, Sybase UK and Sage.



SHANE KAVANAGH | *GROUP MARKETING DIRECTOR, FEXCO*

Group Marketing Director at Fexco, responsible for the Fintech company's marketing operations in over 30 countries. Former Group Marketing Director at Communicorp from December 2010 to October 2013. Prior to this he was Commercial Director for the Eastern Caribbean before becoming Group Head of Marketing Strategy for Digicel. He holds a B.Sc. Marketing & Management in marketing from Trinity College Dublin.

MARK KELLER | *HEAD OF SALES AND MARKETING, DAIRYGOLD*

Head of Sales & Marketing at Dairygold since 2014, Mark has also been a board member for 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.

LISA KELLY | *HEAD OF MARKETING, CORNMARKET GROUP FINANCIAL SERVICES*

With over 19 years marketing experience, Lisa joined Corkmarket Group Financial Services in 2017. She began her career as a Marketing Executive with Shop Direct Ireland before moving to Meteor and then TalkTalk Direct. She spent over five years with Eir before taking up the role with Cornmarket. She holds a BA in International Marketing & Languages, Marketing from Dublin City University.

KEVIN KENT | *HEAD OF MARKETING, LAYA HEALTHCARE*

Kevin Kent is Head of Marketing at Laya Healthcare. His job is to work with the marketing team on their strategy, as well the delivery of their strategy across all marketing activity from advertising to sponsorship to PR. He is responsible for the management of the strategic pillars of the marketing team including digital, advertising, sponsorship and new product development. He also sets and measures KPIs for the team, and for the department group tasked with identifying new benefits and innovations for members.

CATHERINE KEOGH | *GROUP VP CORPORATE AFFAIRS AND COMMUNICATIONS, KERRY GROUP*

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.

EMMA KIERNAN | *MARKETING MANAGER, DUBLIN ZOO*

Emma Kiernan has been Marketing Manager of Dublin Zoo since 2011. She is credited with helping to raise Dublin Zoo's status with the public, by shifting focus from limited advertising spend to strong PR initiatives. Her strategy has been very successful, and in 2019 she was awarded 'Marketer of the Year' by Marketing.ie.

EDEL KINANE | *COMMERCIAL DIRECTOR, JUST EAT*

Edel Kinane is Commercial Director of Just Eat, Ireland's leading digital 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. Edel is responsible for growing both the brand and restaurant partner portfolio, which now includes over 2,200 restaurant partners across Ireland, most recently agreeing a nationwide partnership with McDonalds to offer McDelivery. 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.

RITA KIRWAN | *MARKETING DIRECTOR, ALDI*

Rita Kirwan has been Marketing Director of Aldi since January 2015. She has helped grow market share by increasing average spend, and is continually increasing their store footprint and building consumer trust. She also designs propositions and strategies for all key events such as Christmas and Easter.



RAYMOND LEDDY | *HEAD OF MARKETING AND PRODUCT, SKODA*

Leddy joined Škoda Ireland in 2000. He held various sales and marketing roles prior to becoming Head of Marketing & Product in 2012. One of the brands biggest successes was its "Made for Ireland" campaign that has seen Škoda's market share rise to over 8% in 2020, ranking them as the fourth best-selling car brand in Ireland.

PATRICE LENNON | *HEAD OF SALES AND MARKETING, DALATA HOTEL GROUP*

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.

FINTAN LONERGAN | *CMO, DELOITTE*

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.

DEIRDRE MACKLIN | *HEAD OF MARKETING AND RED HOT CREATIVE, VIRGIN MEDIA*

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.

ALICE MANSERGH | *DIRECTOR OF CUSTOMER SOLUTIONS, GOOGLE*

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.

ANNE MANNION | *HEAD OF MARKETING & COMMUNICATIONS, INSTITUTE OF DIRECTORS*

Anne has been the Head of Marketing & Communications for the Institute of Directors (IoD) in Ireland since April 2019. She oversees the IoD's communications strategy, inclusive of brand, PR, digital marketing and stakeholder engagement. Anne's prior experience includes key roles in the 2013 Irish EU Presidency team in the Department of the Taoiseach and leading UK trade/industry bodies the Federation of Small Businesses (FSB) and TheCityUK. Her past experience also included working for the Japanese Government and the European Parliament.

MELANIE MCCOURT | *MARKETING MANAGER, JAGUAR LAND ROVER IRELAND*

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.

ROBERT MCEVOY | *HEAD OF MARKET MANAGEMENT, ALLIANZ*

Rob joined Allianz Ireland in 2010 where he was responsible for leading and growing their direct and 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.



ORLA MCGUINNESS | [MARKETING/HEAD OF EUROPEAN MARKETING, ELAVON](#)

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.

LOUISE MCKEOWN DOOGAN | [MARKETING DIRECTOR, MAGNET NETWORKS](#)

Louise, as the Marketing and Product Director for Magnet Networks has helped shape the company's success over the past decade by deploying smart, innovative and fundamentally successful marketing campaigns that have contributed to year on year growth. Under Louise's leadership, the Magnet Networks marketing department uses data driven insights to design and implement the right strategies and products to deliver on the company's growth vision. With over 16 years' marketing experience, Louise is an MII graduate and holds a Master's Degree in Digital Marketing. Prior to Magnet Networks Louise held Marketing, Product and Sales Director positions in BT Ireland, An Post, Ireland On-Line, Deerpark Group, and Netsource.

SIOBHAN MCKEOWN | [HEAD OF MARKETING, VISA IRELAND](#)

Siobhan joined Visa in 2017 and leads the marketing activity for Visa in Ireland. With over 25 years' experience in managing global (IBM, Dove, L'Oreal) and local (Tayto, BBC NI) brands, both on the agency and client side. Achieving FCIM and MCIPR accreditation, she has gained broad marketing communications experience.

FIONA MCLOUGHLIN | [VP MARKETING, FENERGO](#)

Fiona has spent the last 18 years marketing for fast-growing Irish technology companies. 2020 marks her eighth year with Fenargo, which has recently announced its third round of funding of \$80m, bringing its valuation to \$800m. 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.

DARA MCMAHON | [DIRECTOR OF MARKETING AND DIGITAL EXPERIENCE, AER LINGUS](#)

As Director of Marketing & Digital Experience for Aer Lingus Dara's role involves promoting the Aer Lingus brand globally. Following on from the Brand re-launch last year key initiatives for 2020 include the launch of a new uniform for 4,000 guest facing staff. 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.

BRENDAN MCVEIGH | [REGIONAL HEAD OF SALES & MARKETING, NORBROOK](#)

Brendan McVeigh was appointed Regional Head of Sales & Marketing for Norbrook in 2019. He brings a breadth of experience to the role, having previously worked in the animal health industry. He joined Norbrook from Merck Sharp & Dohme (MSD) Animal Health where he held the position of Intensive Livestock Business Unit Director. He also spent 14 years in Norbrook Laboratories in various sales roles, including Sales Manager for Northern Ireland for both farm and companion animal sectors.

EILEEN MOLONEY | [HEAD OF MARKETING, BRIGHTWATER](#)

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, including sponsorship, event management and digital marketing.

GARY MORRISSEY | [HEAD OF BUSINESS DEVELOPMENT, CORPORATE PENSIONS, INVESCO](#)

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.



BLÁTHNAID NÍ FHÁTHARTA | *MARKETING DIRECTOR, KEPAK*

Bláthnaid 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.

LINDA NOLAN | *MARKETING DIRECTOR, SAMSUNG IRELAND*

Linda previously held the position of Head of Marketing at Samsung Ireland for the IT & Mobile Division. Prior to joining Samsung, Linda was Mobile Channel Marketing Manager for Hewlett-Packard. She holds 18 years' experience in the mobile and technology industry. In her role, she is responsible for leading the marketing and communications strategy across Samsung Ireland.

MARCUS Ó BUACHALLA | *HEAD OF COMMUNICATIONS, LEINSTER RUGBY*

Having graduated from UCD with a Business and Legal Studies degree in 2003, Marcus qualified as a solicitor in 2007 with William Fry, but then moved to PR with Teneo (formerly Pembroke Communications) in 2009. He worked in their Sports, Sponsorship and Corporate divisions representing clients such as the GAA, LGFA, Bord Gáis Energy, Under Armour and the Vintners' Federation of Ireland. He joined Leinster Rugby in 2014 to lead their communications team and has been working as a senior member of the Commercial and Marketing Team ever since. He is currently studying for a Diploma in Advanced Management Performance in the UCD Michael Smurfit Business School.

SEAN O'CONNOR | *MARKETING DIRECTOR, MICROSOFT*

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.

CONOR O'DONOVAN | *HEAD OF GLOBAL MARKETING AND CORPORATE COMMUNICATIONS, ENTERPRISE IRELAND*

Conor leads Global Marketing and Corporate Communications at Enterprise Ireland, the Irish Government's trade and innovation agency. In 2019, EI reported record client employment of 220,000, exports of almost €24bn and was ranked No. 1 in Europe for VC investment by Pitchbook. Since joining in 2015, Conor has led the strategic transformation of EI's marketing and communications across 33+ markets to support the international diversification of Irish exporters. Conor has developed Enterprise Ireland's brand which was ranked in the Top 30 of Ireland's most trusted and reputable brands by Reprtrak and EI's digital footprint which was recognised by the European Commission as an exemplar for supporting SMEs. Conor also manages national communications and marketing for the Local Enterprise Office (LEO) network.

SIOBHAN O'DWYER | *GLOBAL HEAD OF MARKETING, KINGSPAN*

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.

ANNE O'HAGAN | *EMEA MARKETING DIRECTOR, ORACLE*

With a career spanning 20 years at Oracle Corporation, Anne is currently Marketing Director in the European Digital Marketing team and the lead on B2B automated marketing programs across APAC and EMEA regions. Prior to joining Oracle, Anne was Corporate Communications Manager with Compaq Computer Corporation managing advertising, events and public relations, and worked as Marketing Manager at Acer Incorporated across the UK and Northern Europe regions.

CAITRIONA O'KENNEDY | *HEAD OF MARKETING COMMUNICATIONS, IDA IRELAND*

Caitriona O'Kennedy is in charge of Marketing Communications for IDA Ireland, the agency responsible for the attraction and retention of foreign direct investment (FDI) into Ireland. This entails working from marketing strategy to implementation. She leads a team of professionals, internally and externally delivering high quality and innovative marketing campaigns across all channels globally. She has a postgrad diploma in digital marketing from the Digital Marketing Institute.



DES O'MAHONY | *MARKETING DIRECTOR, MUSGRAVE*

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.

BRIAN O'NEILL | *HEAD OF COMMUNICATIONS, BRAND, SPONSORSHIP, AVIVA*

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.

STEFANO PAPPALARDO | *HEAD OF DIGITAL & MARKETING, GCN*

Stefano is the Head of Digital & Marketing for GCN, Ireland's national LGBT+ press. He joined ahead of its 2017 relaunch and has been instrumental in growing GCN's online presence. He is responsible for implementing procedures and processes, leading and coordinating all areas of digital and planning high-value, engaging content. He successfully drives content delivery across all digital platforms by creating strategic marketing plans and campaigns, operating closely with the editorial, commercial and events teams. He supervises GCN's website, ensuring its optimisation to deliver a seamless experience for readers and advertisers. He has also worked on Dublin Pride's social media strategies.

ÁINE PLUNKETT | *LEAD MARKETING MANAGER, SSE AIRTRICITY*

Aine joined SSE Airtricity in 2006 and currently heads up the Marketing Division. Since taking up her role as Lead Marketing Manager in January 2018, Aine has repositioned the SSE Airtricity brand in Ireland with "This is Generation Green", a leading brand and marketing idea that leverages SSE Airtricity's unique point of difference. She's currently responsible for; Brand, Advertising, Digital, Sponsorship, Communications and Marketing Operations.

AIDAN POWER | *DIRECTOR OF CUSTOMER, BRAND & MARKETING, KBC BANK*

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 non-profit. Aidan graduated from UCC with a BComm.

NOEL QUINN | *SENIOR MARKETING & MEDIA RIGHTS MANAGER, GAA – CROKE PARK*

Noel has over a decade of commercial sport industry experience and has led the GAA's national marketing and promotional strategy as Senior Marketing Manager since 2017. Aside from overseeing competition-specific creative and media campaigns, he drove a major Association brand repositioning in 2019 which culminated in the highly regarded "Where We All Belong" brand roll-out. He is also responsible for the negotiation and management of the GAA's broadcast portfolio (TV, radio & digital) and has oversaw four media rights tendering & selection processes during his tenure in Croke Park Stadium. He acted as the GAA Lead whilst developing and launching its global live and on-demand digital match streaming subscription platform, GAAGO.ie, as well as the organization's 'GAANOW' short form platform. He has also previously worked in a sponsorship, licensing, loyalty programme and research capacity.

SUZANNE QUINN | *MARKETING & DIGITAL DIRECTOR, WOODIE'S*

Suzanne is Marketing and Digital Director for Woodie's, the number one garden, home and DIY retailer in Ireland. She has been with Woodie's since November 2019, having previously been with Tesco Ireland as Head of Brand Propositions and Head of Marketing for Tesco Mobile. With a Masters in Marketing Practice from UCD Michael Smurfit graduate business school she has carved out a career in retail marketing having also held a number of senior marketing positions with Dunnes Stores and Superquinn.

JOE ROCHE | *HEAD OF MARKETING, BLUEFACE*

Joe Roche has been Head of Marketing at Blueface, a Comcast Business Company Marketing Department since October 2018 having joined Blueface as the Content Manager. Joe and the Blueface Marketing Team have guided the brand through a merger with Star2Star Communications, ultimately leading to an acquisition by United States media and technology giant, Comcast. Prior to joining Blueface, Joe worked as the Content Manager for EI-HPSU, Code Institute and a Music / Sports Journalist for Independent News and Media with an extensive history in PR, copywriting and brand development.



LOUISE RYAN | *MARKETING AND COMMUNICATIONS MANAGER, SCREEN IRELAND / IRISH FILM BOARD*

With over 22 years' marketing experience, Louise began her career as a Publicity Assistant for Film Four before taking up roles with Clarence Pictures and Little Bird Films. In 2003, she joined Irish Film Board as a Marketing & Communication Co-ordinator before moving to Screen Ireland in 2006 where she became Marketing & Communications Manager and has remained since. She holds a Masters in Film & Television from Dublin City University and graduated from UCD Michael Smurfit Graduate Business School with a Digital Leadership – Executive Training Course.

NAOMI SABHERWAL | *HEAD OF COMMERCIAL MARKETING, AIG IRELAND*

Naomi Sabherwal is the Head of Commercial Marketing and Communications for AIG Ireland. She is responsible for various business-to-business marketing activities including media relations, government affairs, thought leadership, digital marketing, broker training as well as commercially leveraging AIG's local and global sponsorship assets. She holds a degree in Economics, Politics and International Relations from University College Dublin and a Master's Degree in Marketing from Dublin Institute of Technology.

DAVID SLATTERY | *HEAD OF MARKETING, PINERGY*

As Head of Marketing for Pinergy, an alternative to the energy market, David Slattery is in charge of the delivery of brand and reputation management, insights and research, traditional and digital marketing, sponsorship rights and activations, and media management. Prior to joining Pinergy in 2017, David was with Bank of Ireland where he worked as Head of Marketing: Business & Private Banking from 2011-2014, and Head of Digital Channels: Wealth Management from 2014-2017.

MICHELLE SPILLANE | *MARKETING & BRAND DIRECTOR, PADDYPOWER BETFAIR*

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.

MARK STANLEY | *VP WEB MARKETING & MARKETING OPERATIONS EMEA, SALESFORCE*

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.

OLIVE STEPHENS | *DIRECTOR CORPORATE COMMUNICATIONS AND PUBLIC AFFAIRS, EY*

Olive Stephens is the Director of Corporate Communications and Public Affairs for EY. She works with the Managing Partner and other cross-functional leadership teams. She oversees the management and creation of External and Internal Communications for EY Ireland, including media and government relations. Prior to joining EY, she acted as Head of Public Relations and Public Affairs for The Communications Clinic, a leading communications consultancy that specialises in public relations, public affairs, media training, crisis communications and media management.

CLAIRE SWEENEY | *PRODUCT MARKETING, COMMUNICATIONS AND BRAND MANAGER, FLIPDISH*

Claire has more than 15 years experience in digital marketing, brand, content and PR. In 2019, she began her role as Product Marketing, Communications and Brand Manager at Flipdish, a high-growth, B2B tech scale-up in the hospitality industry. Previously she was at B2C tech start-up Homestay.com as Digital Marketing and Brand Manager. Claire holds an honours degree from Trinity College Dublin in European Studies and a Diploma in Communications from Charles Sturt University in Australia. She began her career as a print journalist at Reed Business Information, Australian Consolidated Press and The Times. In her current role at Flipdish, Claire is leading the growth and development of the brand globally.

NORA TORPEY | *GROUP HEAD OF MARKETING AND COMMUNICATIONS, RTÉ*

Nora joined RTÉ 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.



CLAIRE TOTTEN | *GLOBAL BRAND MANAGER, WILLIAM GRANT & SONS LTD*

Prior to joining William Grant & Sons Ltd, Claire was Senior Brand Manager for Johnson & Johnson, where she worked on the 'Oralcare – Listerine' portfolio. She is now Global Brand Manager in the spirits industry, focused on an Irish Export, Tullamore D.E.W. Irish whiskey. She is responsible for brand building in international markets with particular responsibility for the On Trade sector. Claire holds a BA Hons International from the University of Ulster, Magee.

NIALL TRACEY | *DIRECTOR OF MARKETING, FÁILTE IRELAND*

Niall is Director of Marketing for Fáilte Ireland. As well as being responsible for the 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 Fáilte Ireland, Niall worked with well-known brands including Aldi, Kerrygold, Aviva, SuperValu and Diageo.

INÉS URES | *CHIEF MARKETING OFFICER, DELIVEROO*

With over 13 years' marketing experience, Inés began her career with an internship at the Economics Department of the Universitat Politècnica de Catalunya after which she joined Deloitte to intern as an Analyst. In 2011, she joined Atrápalo as a Project Manager and was promoted to the role of CRM Manager & Marketing Product Owner. In 2016, she took moved to the UK to work as Chief Marketing Officer for Treatwell and in 2019, she took up the role of Chief Marketing Officer for Deliveroo where she leads the company's demand generation team.

SARAH-JANE WILLOUGHBY | *HEAD OF MARKETING AND SPONSORSHIP, IBEC*

Sarah-Jane has been Head of Marketing and Sponsorship at business group Ibec since 2014, and is responsible for the organisation's marketing strategy, brand development, advertising, lead generation activities, digital transformation as well as 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.