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CMO 100

Top 100 Marketing
Professionals 2021

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Business & Finance is proud to release the annual CMO 100 Index, recognising the top marketing professionals operating in Ireland in 2021.

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AIDAN POWER*Director of Customer, Brand & Marketing***KBC Bank**

Aidan has been Director of Marketing and Corporate Affairs at KBC Bank Ireland since June 2012. Aidan is responsible for the overall brand and commercial marketing communications, reputation management, corporate communications and external corporate affairs. Previously he was Head of Marketing at EBS Limited and a Marketing Manager at Musgrave Group. Aidan is a member of the Irish Advertisers Association Council. He is also a Board Director with Enactus Ireland – a social entrepreneurship non-profit. Aidan graduated from UCC with a BComm.

AILISH MCGLEW*Head of Marketing & Communications***An Post**

Ailish McGlew is not your average makerteer. She brings a holistic perspective dedicated to the successful collaboration of leading marketing teams, agencies and suppliers due to her experience on both client and agency side. She also has experience in the strategic development, planning and execution of strategic brands both regionally and across EMEA. She has worked with some major companies including FMI, Three, Kelloggs and most recently, An Post.

AINE PLUNKETT*Lead Marketing Manager***SSE Airtricity**

Since taking up her current role as Lead Marketing Manager only three years ago, 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- proving herself as an invaluable member of the team. Plunkett is a results driven leader with interpersonal skills and is an expert team build. She thrives in a high-performing and creative work environment.

ALISON DUFFY*Group Marketing Leader***IQ-EQ**

As Group Head of Marketing and Communications Alison is responsible for IQ-EQ's end to end marketing and communications agenda across all IQ-EQ Group brands globally. An expert in transformational change Alison has managed numerous business acquisitions as well as a global rebrand since joining IQ-EQ six years ago. Prior to joining IQ-EQ Alison held senior marketing and communications roles with Irish Bank Resolution Corporation Limited, Bank of Scotland (Ireland) Limited and Sony Computer Entertainment Europe (PlayStation).

ANNE MANNION*Head of Marketing & Communications***Institute Of Directors**

Anne is the Head of Marketing and Communications for the Institute of Directors (IoD) in Ireland. She oversees the IoD's communication strategy, inclusive of brand, PR, digital marketing, and stakeholder engagement. Anne's prior experience includes key marketing and communication roles for the Department of the Taoiseach (Irish EU Presidency team 2013), the Federation of Small Businesses (FSB), and TheCityUK. As well as previous roles with the Japanese Mission to the EU and the European Parliament.

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ANNE O'HAGAN*Emea Marketing Director***Oracle**

Anne O'Hagan is a digital marketing director in the B2B technology industry, driving and measuring demand generation campaigns across multiple channels and audiences to generate inbound sourced pipeline and opportunities. Her current role is as EMEA Marketing Manager with Oracle. She has been with the organisation for over two years and has been in the world of marketing since 1989 with Acer International based in Taiwan and France and the UK.

AOIFE DAVEY*Senior Director of Marketing***One4all**

Aoife Davey is a driven senior commercial marketer and thrives on working with people to make change happen. She has been working with One4All since it was founded in 2001 and helped build it to where it is now. She is currently in the Senior Marketing Director role at BlackHawk Network Europe and a member of the One4all senior leadership team. She plays an integral role in formulating overall business strategy including product development, market expansion and CSR. She

AUDREY FROST*B2B Direct Sale & Marketing Manager***Canon**

With just over two decades of experience in the world of marketing, Audrey Frost has worked a wide range of jobs under this heading! She has focused on sales management within Irish distribution driving sales of leading brands within the channel particular focus on strong relationships, negotiating terms and improving supply chain Business Development of Irish retail market focusing on regional opportunities and aligning product set to suit accounts. Her specialties include: Relationship management, business/marketing plan implantation, brand awareness

BARRY NYHAN*Sr. Demand Gen & Marketing Operations Manager***Workvivo**

Barry Nyhan leads marketing growth programs and initiatives for Workvivo, a Cork-based technology company providing an employee communications platform designed to build and maintain natural, meaningful bonds between teams.

Barry started his career with HubSpot, one of the world's fastest-growing SaaS companies before joining the Workvivo team to help companies around the world connect, inform, and engage their employees. Barry holds a First Class B. Sc. in Business Information Systems from University College Cork.

BLATHNAID NI FHATHARTA*Marketing Director***Kepak**

Bláthnaid, a dynamic and passionate director who has held her current position in Kepak Group for close to two decades where 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. Prior to this she spent two years teaching marketing in Dublin Business School.

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BRENDAN BUCKLEY

Marketing Director
Irish Distillers

Brendan Buckley, Global Marketing Director for Irish Distillers, has been known to classify himself as a Global Brand Builder, Innovation Specialist and Whiskey Enthusiast- not that we are very surprised. Buckley has over 30 years experience in marketing and is also a member of the Irish Distillers Executive Leadership Team since 2019.

BRENDAN MCVEIGH

Regional Head of Sales & Marketing
Norbrook

Brendan McVeigh, Regional Head of Sales & Marketing for Norbrook, was appointed this role in 2019. He thrives in the animal health industry in which he has worked for over two decades. Prior to joining Norbrook in this new role he worked at MSD (Merck Sharp & Dohme), where he held the position of Intensive Livestock Business Unit Director.

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. Brian's key responsibilities include public policy and CSR as part of Aviva's climate strategy.

CATHERINE KEOGH

Group VP Corporate Affairs & Communications
Kerry Group

Catherine Keogh is currently in Executive leadership of the Corporate Affairs and Communications strategy for Kerry Group globally, including External Affairs and Communications, Sustainability, Issues Management, Internal Communications and Corporate Brand strategy. Keogh has nearly three decades of marketing experience across the world including, Kentucky, Massachusetts, Cologne and Ireland

CATHERINE O'TOOLE

Brand Marketing Manager
Littlewoods Ireland

Catherine is a highly creative, customer centric marketing professional with 12 years' experience within retail, FMCG and ecommerce industries. In her role as Brand Marketing Manager at Littlewoods Ireland, she leads a high performing team and oversees the marketing strategy and its implementation for Ireland's largest pure play online retailer. She holds an Msc in Marketing Practice from UCD Michael Smurfit Graduate Business School and has recently completed Marketing Week's Mini MBA.

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CIARA BOURKE*Director of Sales & Marketing***Grant Thornton**

Ciara Bourke is a corporate event manager with Grant Thornton and has nearly 20 years of experience managing events in the corporate hospitality sector, summits and managing award programmes and ceremonies. She is known for strategically leveraging sponsorship contracts for maximum brand and hospitality opportunities. Her specialties include supplier contract negotiation, all aspects of event management from optimum brand exposure to management of staff, logistics management from travel requirements to AV & Stage management, budget management, and analysis of sponsorship opportunities.

CLAIRE REYNOLDS*Head of Consumer Marketing Segments***Vodafone**

Claire Reynolds is Head of Consumer Marketing Segments at Vodafone Ireland. Having worked her way up through the ranks from National Sales Account & Operations Manager to Head of Business Sales and more recently Director of Sales, Claire has dedicated 21 years across EMEA, Americas & APAC, in a fast-paced and transforming industry.

She is a highly skilled people and cultural leader with a proven track record of using data to inform decision making. She has delivered strong business results, developing new business, expanding existing and retaining critical customers in a complex matrixed organisation all within a highly competitive communications market.

CLIONA HAYES*Global Brand Director***Indeed**

Cliona is a leading marketing and business leader with over 18 years global marketing experience, successfully building brands and driving commercial success across multiple industry sectors and organisations including FMCG, media, & tech. Cliona is currently the Global Brand Director for Indeed where she has been for nearly 4 years. Previously holding the position of Group CMO of Communicorp Media. Cliona began her career with Ryanair working as marketing exec for France, moving onto work for Pernod Ricard also in France working based in Marseille. Spending 7 years with Irish Distillers Pernod Ricard in various marketing roles in Dublin and France including Global Senior Brand Manager for Jameson Whiskey. Cliona held the position of board member of the Marketing Society of Ireland 2017-2020

CLYDE CARROLL*Director of Marketing & Communication***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. During Covid times Clyde worked with a special taskforce of Dublin City Council, DublinTown, An Garda Síochána, the NTA and Legacy Communications to deliver comprehensive marketing and communications plans to safely reopen Dublin city centre to the public after Covid19 lockdowns. Clyde was a member of the branding subgroup of the 'Grow Dublin Tourism Implementation Group,' the group responsible for delivering the Dublin brand. Clyde now sits on the Fáilte Ireland Covid Response Sales and Marketing group. Clyde is also course director for the Fitzwilliam Institute Group Diploma in Event Management course.

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CONOR O'DONOVAN*Head of Global Marketing & Corporate Communications***Enterprise Ireland**

Conor leads Global Marketing and Corporate Communications at Enterprise Ireland, the Irish Government's trade and innovation agency. Enterprise Ireland clients employ over 220,000 people across Ireland. The agency was ranked #1 VC in the world for early-stage investment by Pitchbook in 2020. Conor works with the Enterprise Ireland CEO and management team to help Irish companies become more competitive, innovative and internationally diversified to build scale and achieve their global ambitions. Conor also leads national communications and marketing for the Local Enterprise Office (LEO) network which supports early stage entrepreneurs and businesses across Ireland. Conor previously was Director of Policy & Communications at the Society of Chartered Surveyors Ireland (SCSI) and has an MBA from UCD Smurfit Graduate Business School.

DARA MCMAHON*Director of Marketing & Digital Experience***Aer Lingus**

As Director of Marketing & Digital Experience for Aer Lingus, Dara's role involves promoting the Aer Lingus brand right across the world and encouraging people to jump on a flight and relax in an exotic country and go chase the sun! Her background in marketing began over 30 years ago in Diageo (then Guinness) as a graduate recruit where she handled major accounts for both Guinness and Budweiser. She also spent 13 years working in Ulster Bank as a Senior Strategic Manager.

DAVID DEIGHAN*Head of Communications***KPMG**

David 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.

DAVID SLATTERY*Head of Marketing***Pinergy**

David has significant marketing, digital and product development experience after a number of leadership roles across Financial Services, Wealth Management & Energy sectors.

In 2017, David took up his current position with clean energy supplier Pinergy to lead out marketing & communications for this high growth disruptor. Over the past year, David has led a successful re-positioning & re-branding of the Pinergy brand into now a key thought leader in smart energy supply & solutions across both home & business energy.

David is a Commerce graduate of UCD, is a Qualified Marketer (Marketing Institute of Ireland) and is a member of Chartered Institute of Marketing in the UK.

DES O'MAHONY*Communications Manager***Supervalu**

Experienced marketer with a passion for achieving winning outcomes for leading brands- this is Des O'Mahony. With almost three decades of Marketing experience, Des has worked for some major players in Ireland, including Aer Lingus, Gateway, Connolly's Red Mills and Musgraves Retail (now SuperValu).

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EILEEN MOLONEY*Head of Marketing***Brightwater**

A senior marketing professional with a career of over 26 years in sales & marketing across professional services, hospitality, electronics & manufacturing, Eileen has been Head of Marketing of the Brightwater Group since 2006. She first joined the company in 2000 & now heads up the award winning marketing team with key responsibilities for all marketing activity including strategic planning, events & communications. She holds a BA in Applied Languages from DCU & a Marketing Diploma in Strategy & Planning from the Digital Marketing Institute.

ELAINE CAREY*Chief Commercial Officer***Three**

Elaine Carey, Chief Commercial Officer at Three Ireland and Three UK, a position she has held for nearly ten years involves her responsibility for sales strategy across digital, social media and web. Prior to this, she was Three Ireland's Sales and Marketing Director. She also works with her teams and various agencies to create PR campaigns to support products and services.

EMER VAHEY*Marketing & Food Transformation Manager Ireland***Sodexo**

With a career spanning over 20 years' in the food industry in both MNCs and start-ups, including Aryzta Foods, O'Hehir's Bakery & Café group & Peking Asian Street Food, Emer joined Sodexo in November 2019.

With organisations now focused on transforming workplaces, including hybrid working for employees, Emer leads the development and activation of Sodexo's marketing strategy for Ireland, supporting business development, innovation in new food delivery models including technologies to support clients deliver a superior workplace and employee experience.

EOIN DOYLE*Director of Marketing & Innovation***Glanbia Ireland**

Spending over 35 years in senior marketing roles with major players across Ireland, 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. He is currently the Head of Marketing and Product Management for International Markets at the Consumer Division of Glanbia Ireland, a position he has held for two decades.

ETAIN SEYMOUR*Marketing & Communications Director***Accenture**

Etain leads Accenture in Ireland's marketing and communications function, shaping Accenture's brand strategy in Ireland, strengthening its position as an innovation-led organisation, and both enhancing and increasing employee engagement. As a highly experienced marketer with almost 25 years' experience she has specialised in customer centric growth strategies across industries including retail, FMCG, life sciences and technology, analytics and loyalty. In her most recent role at Zoetis, a global organisation specialising in animal health and life sciences, she was the international head of digital and marketing. Etain has a keen interest in inclusion and diversity, and has served on the board of Connecting Women in Technology (CWIT) as the chair of branding and strategy. Her responsibilities included representing member companies from across the technology sector in Ireland. She holds a BSc in Management from Trinity College Dublin, is an active member of the Marketing Institute of Ireland, and a frequent conference speaker and contributor to thought leadership.

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FIDELMA BROWNE*Head of Programme & Campaigns***HSE**

Fidelma leads the HSE's communications programmes and campaigns team. We work with health service teams nationwide to create campaigns that help people improve their health and wellbeing and make our health service easier to use. All our work puts people and patients at the centre of our communications materials, paid campaigns, digital, news and stakeholder engagement. Our team also creates award winning behaviour change campaigns on a wide range of topics, like those that help people to QUIT smoking, rebuild uptake of the HPV vaccine, support understanding of dementia in our communities. In 2020 and 2021, HSE communications led the information, digital, social marketing and stakeholder communications on COVID-19 and the COVID-19 vaccines. Fidelma has worked in the health service since 1999, with experience in social marketing, media relations, digital communications, market research, communications planning and crisis response.

FIONA BOLAND*Director of Marketing - Business Development & 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.

FIONA MCLOUGHLIN*VP Marketing***Fenargo**

Fiona has spent the last 20 years marketing for fast-growing Irish technology companies. In 2012, Fiona joined Fenargo, Ireland's third-ever unicorn, which enables financial institutions to digitally transform how they onboard and serve clients compliantly throughout their lifecycle. Fiona was previously Head of Marketing for leading Irish tech companies Norkom Technologies, Helix Health, and MindConnex Learning. She holds an MBS in Strategic International Marketing from DCU, BBS in Marketing Management from the Institute of Technology Tallaght, and a Diploma in Journalism from the Irish Academy of Public Relations.

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.

GILLIAN CHAMBERLAIN*General Manager - Business Sales & Marketing***BT**

Gillian Chamberlain is the Director of Sales and Marketing for BT Ireland. With over 25 years' experience in sales, marketing and customer relationship management, Gillian joined BT in 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.

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HENRY DUMMER

CMO

Bank of Ireland

Henry Dummer began his career with Mars Confectionery and GlaxoSmithKline in London before moving to Ireland in January 2006 as Customer Marketing Director at Diageo Ireland. He transitioned to Tesco as Marketing director in 2011 to manage customer perceptions. He is currently the CMO of Bank of Ireland where he has worked since 2018.

HUGH HARDIMAN

Director of Corporate Affairs

Intel

Hugh Hardiman began his professional career as special assistant to the Minister of Justice, Equality and Law Reform. He is currently the Director of Public Affairs for Intel Ireland, Where he has been for half a decade. He leads a team focused on community relations, corporate volunteerism, government affairs and media relations. Prior to joining Intel, Hugh was Head of Communications and Public Affairs with Bayer. Hugh holds a Masters in Business Administration from University College Dublin.

JENNIFER ENGLISH

Global Brand Director (svp), Baileys And Roe & Co

Diageo Ireland

Jennifer has been with Diageo since 2004. As Global Brand Director, she is accountable for global performance of Baileys Irish Cream Liqueur and the super-premium Irish whiskey brand, Roe & Co. Her Diageo career spans Global, US and European roles working across marketing, innovation and commercial. She is a Leader of the Diageo Sustainability agenda. Before Diageo, she was Consumer Planning Director at Initiative Media and Des O'Meara & Partners.

Jennifer is a Board Director of R&A Bailey and the Ballinglen Arts Foundation.

JOE ROCHE

Head of Marketing

Blueface

Joe Roche is the Head of Marketing at Blueface, A Comcast Business Company, managing an international team across a multi-channel global marketplace.

Since joining in 2018, the Blueface Marketing Team has successfully positioned the business for acquisition by Star2Star Communications and ultimately requisition by United States cable giant, Comcast Business

Prior to joining Blueface, Joe has worked as a Content Manager for HPSU Code Institute, a Sports and Culture Journalist / Sub-Editor for Independent News and Media as well as Public Relations for Bray Wanderers FC.

Joe has a BSc in Communications from Dublin City University but acquired most of his experience through non-profit event booking and management.

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.

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JUDY GLOVER*Senior Market Director***Circle K**

Judy Glover began in Circle K (then Topaz Energy) in 2009 as a Category Manager. She was soon promoted to Manager status and not long after that was named Senior Marketing Director for Circle K Europe. She is an experienced Category Management with a demonstrated history of working in the retail industry. Her specialities include, Negotiation, Customer Insight, Fast-Moving Consumer Goods (FMCG), Wine, and Sales.

KAREN GALLAGHER*Head of Marketing, Expat Global, Channel Islands & Isle of Man***HSBC**

Karen recognises herself as a natural leader with the ability to influence and align teams to achieve business objectives and she enjoys working collaboratively with proven management skills for cross-functional and cross-border business projects in her current job at the HSBC. She is a professional, proactive and positive individual with strong interpersonal, written and verbal communication skills. Her specialities include internal communication strategy, event management and sponsorship, acquisition/new business development, campaign development and delivery, including digital.

KATE SAUL*Head of Marketing***Ornua**

Kate Saul is a marketing and brand manager with significant experience (Nearly two decades) in the FMCG sector currently working with Ornua. Saul has an excellent track record managing large budgets, growing revenue and increasing margin across commercial clients. She has a passion for concept creation, product development and brand building and has experience in developing and delivering business and marketing plans. An excellent communicator and relationship builder with both internal and external stakeholders and is a manager who motivates and energises diverse teams to deliver key objectives

KEVIN KENT*Head of Marketing***Laya Healthcare**

Kevin Kent is head of marketing at Laya Healthcare, with responsibility for their health, life and travel insurance brands. His role is to lead the Marketing team and work with them to shape the Marketing strategy and its delivery across all Marketing activity from advertising to sponsorship to PR & Comms, digital and research, for both B2B and B2C.

KEVIN SAMMON*Director of Global Corporate Communications & Marketing***IDA Ireland**

Leading IDA's engagement with international media and shaping Ireland's business reputation in target markets across the world. Member of IDA Ireland's Executive Leadership Team. Handling a diverse portfolio of areas for IDA Ireland including: corporate communications, brand, reputation, political communications, events, crisis and internal communications.

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KIERAN FLANAGAN

VP Marketing

Hubspot

While being the SVP of marketing at HubSpot a marketing and sales software company, Kieran is also an author, startup advisor, and mentor. 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.

LINDA NOLAN

Head of Marketing

Boots Ireland

Linda Nolan has recently been appointed as Head of Marketing at Boots Ireland and leads all marketing operations for the business across the Republic of Ireland.

Linda has spent most of her career working for two of the world's leading consumer technology brands. She began her career working with Hewlett Packard and until recently, she led the marketing function for Samsung Electronics in Ireland where she departed as Marketing Director in 2020. Her responsibilities included the marketing delivery of the full product portfolio from smartphones to home appliances; and also leading a strong and dynamic marketing team to success.

Boots Ireland is a leading pharmacy-led health and beauty retailer with a network of 89 stores and over 2,000 employees across the country. In 2021, Boots was recognised as the most reputable retailer and pharmacy in Ireland for the second year running, according to the 2021 Ireland RepTrak® study. The company is now rated 5th most reputable organisation overall in Ireland. Boots Ireland products and services have also been rated the most reputable in the country.

LISA BROWNE

Head of Marketing & Customer Insights

ESB Group

Lisa Browne, Head of Marketing & Customer Insights at ESB Group is a leading marketing and business leader with over 20 years' experience in building brands and driving business success across a number of industries and brands including Tipperary Water, eircell, Bank of Ireland and ESB. She was appointed Head of Marketing & Customer Insights at ESB in 2018 and leads a team with responsibility for developing brand and marketing strategies to provide innovative, sustainable energy solutions to homes and businesses throughout Ireland and GB. She is also a Fellow of the Marketing Institute of Ireland.

LISA KELLY

Head of Marketing

Cornmarket Group

Lisa has 20 years' experience in marketing and joined Cornmarket as Head of Marketing in 2017 with responsibility for brand, digital and demand generation. She began her career at ShopDirect Ireland before holding marketing positions in a number of telecommunications organisations, including Three, Meteor and TalkTalk. Prior to taking up her role at Cornmarket, she spent 5 years in B2B marketing at Eir. She holds a BA in International Marketing & Languages from Dublin City University.

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LIZ KARAYUSUF*Director of Marketing***Taxamo, a Vertex Inc. company**

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, Vielife, Sybase UK and Sage.

LIZ SMYTH*Head of International Marketing***Slack**

Liz Smyth is a Marketing executive who specializes in international expansion for fast-growing companies. She has spent over twenty years helping companies in the technology industry scale, across Europe, North America and Asia Pacific. Liz is currently Head of International Marketing at Slack, the messaging app for businesses around the world. Prior to joining Slack, Liz worked at Marketo where she led the go-to-market strategy for Europe and APAC. She previously held a variety of roles at Salesforce in Dublin. Liz holds a BA in International Business from The University of Ulster.

LOUISE BANNON*Executive Director & Head of Marketing***DAA**

Louise Bannon is Head of Marketing at Dublin Airport and a member of the Executive Team. Louise has overall responsibility for consumer and B2B/partner marketing programmes and digital channels, as well as an extensive customer research and planning function. She has over 20 years' experience in marketing and product management/development roles, focused on driving customer-led strategy development and implementation in complex customer service environments. She joined daa in 2006, having previously held senior management roles in two of Ireland's key utilities; eircom and ESB. A former president of the Association of Advertisers in Ireland, Louise remains on the Council and is also a Non-Executive Director of the Irish Exporters Association. Louise lives with her family in Dublin and is a graduate of Trinity College Dublin and Dublin Institute of Technology. She also holds an MBS from Dublin City University.

LOUISE CUNNINGHAM*Vice President and Head of Field Marketing EMEA, UK & AsiaPac***First Derivatives plc**

Louise joined First Derivatives plc in August 2010 as Marketing Executive, the first Marketing employee for the Group. Fast forward 11 years, the company has a strong marketing organisation with a team of marketing leaders working with the CMO Kathy Schneider. Louise leads the Field Marketing function in the UK & Ireland, EMEA and AsiaPac supporting business growth. Louise has focused her career over the past 11 years in International marketing for First Derivatives, building experience in global marketing planning and implementation, brand management, demand and lead generation and event management across the Group. Louise holds a BSc Hons in Business Studies with Marketing from the University of Ulster.

LOUISE KELLY*Marketing & Communications Manager***Irish Manufacturing Research**

Louise is an accomplished Marketing & Communications Manager with over 20 years' experience working across a range of industries such as, FMCG, Public sector, and Research & Innovation. Over the last 5 years at Irish Manufacturing Research Louise has led a team of talented individuals in driving IMR's brand awareness, firmly establishing IMR in the research & innovation ecosystem by demonstrating IMR's ability to derisk, demystify and deliver emerging technology concepts for industry in Ireland.

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LOUISE MCKEOWN DUGGAN*Marketing Director***Magnet Networks**

Louise, as the Marketing Director for Magnet Networks and AirSpeed Telecom [which form the retail division of The Speed Fibre Group] is responsible for delivering a smart, innovative and fundamentally successful marketing strategy that contributes to both brands continued success in the Irish Telecoms market. Under Louise's leadership, the Magnet Networks and AirSpeed Telecom marketing department uses data driven insights to design and implement the right strategies to deliver on the company's growth vision. With over 17 years' marketing experience, Louise is an MII graduate and holds a Master's Degree in Digital Marketing. Prior to Magnet Networks and AirSpeed Telecom, Louise held Marketing, Product and Sales Director positions in BT Ireland, An Post, Ireland On-Line, Deerpark Group, and Netsource.

MARCUS O'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. As an Account Director he represented 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 completed a Diploma in Advanced Management Performance in the UCD Michael Smurfit Business School in 2020.

MARGARET COLTON*Head of Marketing***Dunnes Stores**

Margaret has worked in the world of marketing for over 30 years starting out in Diageo and transitioning to Eir, Electric Ireland and most recently Dunnes Stores, some of Ireland's most loved and iconic brands. She delivers sustainable revenue growth through expertise in building brands, with mastery of creative advertising development and an incisive understanding of consumer needs and has demonstrated adaptability and a willingness to embrace new challenges across a variety of sectors including FMCG, Telecoms, Utilities and blue chip Retail. Colton brings a passion for new technologies to fuel digital transformation. Her key strengths lie in defining growth strategies, leadership and coaching of teams to build marketing capabilities and talent, and in management of Agency relationships and remuneration models.

MARGARET FORSYTH*Marketing Manager***Tesco Ireland**

Margaret started her career in the buying team of Quinnsnorth, moving within Tesco to manage national and local advertising, she was also one of the team to launch Clubcard in Ireland. Now as the in-store Marketing Manager for Tesco, Margaret has a passion for bringing theatre and innovation to in-store communications, putting customers and stores at the heart of in-store planning and strategy.

MARICKA BURKE KEOGH*Global Product Marketing Director***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.

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MARK BRENNAN*Head of Marketing***AIB**

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 marketing activity across sponsorship, AIB Brand & EBS mortgages.

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 overseas. His remit includes strategy, research, brand, content creation, digital platforms, customer engagement and industry partnership. The World Economic Forum rates Ireland as the third best in the world in tourism marketing and branding, and Tourism Ireland's innovative campaigns helped double the number of leisure visitors to the island in the decade before the pandemic. For the past year, the organisation's focus has been to position the island for a strong tourism recovery by developing new marketing technology capability and keeping the destination top of mind amongst consumers.

MARK STANLEY*VP Web Marketing & Marketing Operations Emea***Salesforce**

Mark started his career working in Tech Support at Gateway, moving into Software Engineering with CBT Systems / Smartforce. He started his Marketing career when he joined the fledgling Salesforce in 2000 and has since helped grow the company to the global #1 provider in CRM that it is today. He now leads a Global Digital Enablement team. He has volunteered with no profits such as Citywise Education, Habitat for Humanity Ireland and Room to Read.

MICHELLE SPILLANE*Marketing & Brand Director***Paddypower Betfair**

A trailblazer in the Marketing Industry Michelle Spillane joined Paddy Power Betfair in January 2018. Prior to taking this role she served as Director for RTE Global & Marketing from 2014 - 2018 She began her career as Head of Marketing at Bank of Ireland from 2006-2012 and Marketing Director for ITV Worldwide in London from 2003-2006- Major names across Ireland and the UK!

MOIRA HORGAN*Head of Marketing***Business In The Community**

Moira leads the Marketing division at Business in the Community Ireland, the only business network in the country dedicated to sustainability. She has driven the growth of the network and now works with over 100 of Ireland's largest companies on climate change, diversity and inclusion and the wider responsible business agenda. Member companies include An Post, Vodafone, AIB, Tesco, Accenture and ESB. Recent initiatives such as the Low Carbon Pledge have generated extensive national and international coverage and digital reach.

Prior to joining, Moira was Head of Marketing at Screen Ireland, Ireland's national film funding agency and was responsible for raising the profile of the Irish film industry both nationally and globally. She has also worked in a number of IT companies in various marketing roles.

Moira has over 20 years' experience in marketing; specialising in communications, event management, government engagement and PR. Moira sits on the board of IASIO and has appeared in numerous media including Morning Ireland, RTE News, Sky News and The Ryan Tubridy Show. She holds a BA in International Marketing and Japanese from DCU.

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NANCY DERBY*Commercial Director***Santos Dumont**

With over 15 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 aircraft marketing and airline relationship management, aircraft trading, asset management and investor relations in the Middle East and Asia, marketing Irish aviation expertise abroad

NAOMI SABHERWAL*Head of Commercial Marketing***AIG Ireland**

Naomi Sabherwal is the Head of Commercial Marketing, Communications & Government Affairs for AIG Ireland. She has been with AIG since 2017 and is responsible for media relations, internal & external communications, B2B marketing, thought leadership, 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.

NIALL TRACEY*Director of Marketing***Failte Ireland**

Niall is Director of Marketing for Fáilte Ireland. He is also responsible for the brands like Wild Atlantic Way and Ireland's Ancient East and oversees research and insight, and domestic marketing activity encouraging 10.5 million domestic visitors to stay in Ireland for a holiday in 2017. Prior to Failte Ireland, Niall worked with major players in Ireland including Aldi, Kerrygold, Aviva, SuperValu and Diageo.

NIAMH O'DRISCOLL*Head of Brand & Marketing***Virgin Media**

Niamh O'Driscoll is the Head of Brand & Marketing at Virgin Media, Ireland's leading entertainment and broadcast company. Niamh is an experienced Marketer with strong commercial acumen and over 20 years of experience in B2C and B2B sectors. She started her career in tech in a software company and then moved into telecommunications firstly with Meteor as Marketing Communications Manager, then to O2 as a consultant working in the Consumer marketing team and then to UPC as part of the core team to rebrand the company to Virgin Media where she now heads up the brand and marketing team.

She holds a Bachelor of Arts in European Studies from UCC, a Postgraduate Diploma from UCD Smurfit Business School and a Diploma in Digital Marketing from the Digital Marketing Institute.

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NICOLA MULLEN

Head of Fundraising

St Vincent De Paul

Nicola is a fundraising and marketing strategist who is passionate about driving social change. With over 20 years' experience as a marketer and fundraiser she has master minded fundraising for SVP for the past seven years.

Prior to joining SVP she led fundraising for Arthritis Ireland and was a Director in the marketing agency, Strategem.

She has a MSc in Applied Positive Psychology from the University of East London, a Diploma in Business Studies from UCD Michael Smurfit Graduate Business School and a BA in Psychology from UCD.

Nicola applies her unique perspective on human understanding to her marketing and fundraising activities in the not-for-profit sector.

Her approach has led to industry recognition, winning 2 silver AdFx marketing awards in the 'Long Term Effectiveness' and Public Service categories and a gold in An Post 'Smart Marketing' awards in 2018. In 2020, her team was shortlisted for Marketing Team of the Year and Communications Campaign of the year in the Charity Excellence Awards

Nicola has been an Effie Europe Jury Member since 2018, judging both Multi Market Categories and Positive Change Europe Effies. Effie is a global forum that exists to lead, inspire, and champion marketing effectiveness.

NIKKI GIBNEY

Chief Sales & Marketing Officer

Deloitte

Nikki Gibney started her career as a graduate with Deloitte's Consulting practice in London, and has grown her career from her time as a client facing consultant specialising in communications and culture change, through to her recent appointment as Chief Sales & Marketing Officer for the Irish firm.

Her career journey included departing Deloitte for a period to work in the not-for-profit sector where she ran the Kanchi business network. She is also a co-founder of the charity Move4Parkinson's.

Prior to her current role Nikki was Director of Business Development, where she built the local pursuits team and Client Programme. Nikki brings a focus on driving business growth and making an impact through the sales and marketing team.

NORA DUGGAN

CMO

Taxback International

Nora Duggan joined Taxback International, the world's leading B2B VAT technology provider in March 2020 as VP of Revenue Operations and was promoted to Chief Marketing Officer in February 2021. She is responsible for Global Marketing Strategy and has been instrumental in transforming the marketing function of Taxback International from event marketing to an entirely digital platform.

Nora has a broad range of marketing and commercial experience across many international markets. In 2013, she took a role with the Communicorp Group as CMO which brought her on an exciting journey to China for 2 years. Following that she became Director of Sales and Marketing to Digicel Papua New Guinea in 2015. In 2017, her next move was to Sydney and into a more a commercial role as Chief Partnership Officer. Here she successfully pivoted the business ABV, who had lost their single source of income, by delivering a number of significant commercial contracts across Asia Pacific.

Nora is passionate about innovation and delivering competitive advantage for a brand with a clear ROI. In her spare time, she is interested in skills-based volunteering and enjoys working on the board of NGOs.

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NORA TORPEY*Head of Marketing & Communications***RTE**

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.

OLIVE STEPHENS*Director Corporate Communications & Public Affairs***EY**

Olive Stephens is the Director of Corporate Communications and Public Affairs for EY. She oversees External and Internal Communications for EY Ireland, including media and government relations. Prior to joining EY she was Head of Public Relations and Public Affairs at The Communications Clinic and Olive is a former Ministerial advisor. Her areas of expertise include strategic communications, brand building, crisis communications, public affairs strategy, public policy engagement, reputation management, government relations, advocacy and stakeholder engagement.

OLIVIA CASLIN*Communications & Marketing Manager***Skillnet**

Olivia is a brand, corporate communications and public relations executive with 20+ years of business experience at leading global consumer brands and public sector organisations, including Cuisine de France, Essity, Mars and UCD. She has launched innovative, award-winning campaigns and has a passion for unlocking business growth through making meaningful connections to the everyday needs of consumers. In her current role as Communications and Marketing Manager at Skillnet Ireland - Ireland's Business Support Agency for Workforce Development - she is responsible for marketing communications to business and consumer audiences, helping businesses in Ireland succeed through innovative, business-driven people development.

ORLA MCGUINNESS*Head of European Marketing***Elavon**

Orla began working in Marketing Management over twenty years ago with International Sponsorship Management. She has a proven track record in developing and delivering integrated strategic marketing communications programmes to deliver commercial results while working with multiple agencies and cross functional teams to deliver propositions that leverage competitive strengths for targeted campaigns for lead generation and customer retention, based on insights, across multiple channels. Orla is currently the Head of European Marketing for Elavon Europe.

PATRICE LENNON*Head of Sales & Marketing***Dalata Hotel Group**

Patrice Lennon has been Head of Sales & Marketing of Dalata Hotel Group since 2013, working her way up from Deputy Group Marketing & Sales Manager. Prior to this she was the Sales and Marketing Manager at the Maldron Hotel on Cardiff Lane in Dublin for six years- Two big names in the hospitality sector in Ireland. She has also worked with Radisson SAS and Jurys Hotel Groups. Her skills include key account management, new business development, budgeting and marketing.

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PAUL DERVAN*CMO***National Lottery**

Paul Dervan is the CMO of The National Lottery in Ireland and author of "Run with Foxes: Make better marketing decisions."

Prior to The National Lottery, Paul was the Global Brand Director at Indeed, the world's largest and fastest growing job site, with over 250 million visitors every month. There, he was tasked with growing the brand in multiple markets, managing a global team of 80 people, and was responsible for investment of hundreds of millions of advertising dollars. He also started a Marketing Campaign Lab, where he created and tested hundreds of marketing experiments in America, Europe, Australia and Asia.

Before that, Paul was with PokerStars, the world's largest online poker brand, as Creative Director for their Full Tilt brand. He was responsible for repositioning and relaunching the brand as part of their brand portfolio, targeting new mobile audiences.

Prior to this Paul worked for Telefonica, in various roles. He was Brand Director in their Digital Unit in London, focusing on launching youth brands in Ireland and Latin America. He was Head of Brand for O2 in Ireland during the brand's most successful period, becoming market leader of postpaid segments, with 35% market share.

RITA KIRWAN*Marketing Director***Aldi**

Rita Kirwan has been Marketing Director of Aldi since January 2015. This year she launched Aldis' partnership with Deliveroo and Click and Collect and managed the retailers marketing communications during Covid 19.

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.

RUTH COSGROVE*Group Director of Marketing & Communications***Smurfit Kappa**

Ruth took up the role of Director of Marketing in January 2019, and has been working in Smurfit Kappa since 2015 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.

SARAH FLEURY*Head of Marketing***Diageo Brand Homes-ireland**

Sarah Fleury, marketing manager for Hop House 13 at Diageo, has been Head of Marketing for the Guinness Storehouse since 2017. 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. She is also a Trinity College graduate with a degree in BBS & French.

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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 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.

SARAH-JANE WILLOUGHBY*Head of Marketing & Sponsorship*
Ibec

Sarah-Jane is an experienced senior marketing leader with strong leadership, problem-solving, strategic planning and analytical skills. She is currently the Head of Marketing and Sponsorship at Ibec since 2014, and is responsible for the organisation's brand strategy and management including the creation of new brands and revamping and scaling of existing brands into new and existing markets for stronger competitive positions and commercial impact. She was previously Marketing Communications Manager at Deloitte Ireland and has also served in senior marketing roles at Microsoft, Verizon Business and MCI-WorldCom.

SEAN CARTY*Head of Online & 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.

SEAN O'CONNOR*Marketing Director*
Microsoft

Sean is an accomplished leader who believes in the power of coaching and is obsessed with growth and team culture. He is fascinated by the future and is optimistic that the best is always yet to come and actively seeks opportunities to lead complex projects where he can collaborate and compete with a team. He has a diverse background, working with companies at all stages and sizes, from startups to enterprises across both North America and Europe. He calls on deep experience and networks in travel, sport, technology, beverage, media, and performance advertising industries. He is an active advisor in multiple startup companies focused on ecommerce, hospitality and omni-channel retail. He lives in Dalkey where is actively involved in the community and volunteers through the local schools and clubs.

SHANE KAVANAGH*Group Marketing Director*
Fexco

As Group Marketing Director at Fexco, Shane Kavanagh is responsible for the 10 Billion dollar Fintech company's marketing operations in over 30 countries. Shane is a Trinity College Graduate who first got into marketing in 2009 with Digicel in the Caribbean. Over the past decade he transitioned to Group Marketing Director in both Communicorp and Fexco

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SHARON TIGHE

International Marketing Manager

HPE

Sharon Tighe is the Manager, International Digital at Hewlett Packard Enterprise based in San Jose, California.

Previously, Sharon was the Group Head, Online Strategy & Insights at Zahra Media Group and also held positions at Mykidstime, Boyle Arts Festival.

SIOBHAN FLYNN

Marketing Director

Uniphar

Marketing Director at Uniphar's Supply Chain & Retail division since 2017. She was previously Marketing Manager at Arthritis Ireland, Hughes & Hughes Booksellers and TK Maxx. She started her career in entertainment sector, responsible for the marketing & publicity of cinema releases at Abbey Films Distributors.

When Siobhan joined Uniphar in August 2013, one of her first areas of responsibility was the roll-out of the then new Allcare Pharmacy brand, which is now the largest Irish-owned pharmacy group. In 2015 she assumed responsibility for the Life Pharmacy, a symbol group now with 85 Life-branded pharmacies, bringing a new strategic direction to the brand. She also heads up the marketing for the wholesale side of the business, supporting it as has developed its consumer division including developing and launching Uniphar's own brand pharmacy ranges such as AYA Vitamins, Kit&Kaboodle and Fixxa. 2020 proved a very busy year for the AYA brand in particular, launching the new Kids & Baby range and the extended adult range with a strong PR, digital and trade activation. Siobhan and her team will continue to drive the consumer awareness and demand of their portfolio of own brand and agency ranges, while also growing the Allcare & Life Pharmacy brands and they evolve their digital strategy and increase their footprint.

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.

SIOBHAN O'DWYER

Global Head of Marketing

Kingspan

With a background in Marketing and Business Management, Siobhan created her own company called Threesixty, an award-winning specialist B2B marketing and branding consultancy that has evolved to become a B2B agency with a focus on food, cleantech and science. 21 years later she is the Global Head of Marketing from Kingspan Group and feels very fortunate to enjoy the rich experience of working in diverse, multi-cultural teams.

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SIOBHAN SMITH*Global Marketing Manager***Expleo**

As Global Marketing Manager, Siobhán is responsible for devising and implementing the global marketing strategy for Expleo Group's Quality Management Consulting business unit. She leads a team of country marketing managers worldwide, driving commercial and business targets for their respective regions. Siobhán's promotion to Global Marketing Manager in March 2021 is preceded by her near three-year spell working within Expleo Ireland (formerly SQS Ireland) in the marketing division. She joined the company in July 2018 as a Marketing Coordinator and helped strategise the successful rebrand to Expleo before being promoted to the role of Head of Marketing for Ireland in January 2020. Siobhán holds a Postgraduate Degree in Marketing and Management from TU Dublin. She was also awarded the Gold Medal for achieving first place on the Master of Science in Management and Marketing from the Dublin Institute of Technology, class of 2018.

STEFANO PAPPALARDO*Head of Digital & Marketing***GCN**

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

SUSAN DEMPSEY*Global Marketing & Communications Director***Icon**

A marketer for close to three decades, Susan began as a Customer Service Representative at Computer Associates and has worked her way up to becoming the Global Marketing and Communications Director for ICON Plc where she has thrived for over 15 years. She has specialised in B2B services and strategic marketing programs for organisational growth. She is a strategic thinker who has a wide range of experience including professional services, telecoms, software localisation, and healthcare.

SUZANNE L'ESTRANGE*Global Marketing Director***Dell**

Suzanne is an accomplished global technology leader who excels at driving operational excellence, change and delivering results through technology and process innovations. She is a strategic, executive team player committed to developing and motivating high performing teams. Suzanne has a proven ability to drive complex transformational programs and lead large global teams and gives back by participating in career mentorship and is active in STEM initiatives. She has been working with Dell Technologies for nearly three decades, working her way up from Sales to recently becoming the Global Marketing Director.

SUZANNE QUINN*Marketing & Digital Director***Woodies**

Suzanne Quinn, Marketing and Digital Director for Woodie's, the number one garden, home and DIY retailer in Ireland has been with Woodie's since November 2019. Prior to taking this position, Suzanne worked with Tesco Ireland as Head of Brand Propositions. With a Masters in Marketing Practice from UCD Michael Smurfit graduate business school she has worked in a number of various marketing roles over her professional career. These include Dunnes and Superquinn.

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SUZY MAHER

Senior Marketing Manager

Maples

Suzy Maher is the Senior Marketing Manager at Maples and Calder, the law firm of the Maples Group in Europe. The Maples Group is a multijurisdictional law and professional services firm headquartered in the Cayman Islands. She is responsible for the planning, development and implementation of strategic marketing, communications and business development activities for Europe across the Dublin, London, Luxembourg, Jersey and Dubai offices. Prior to this, Suzy was with KPMG for over 15 years where she developed and led the marketing team in delivering an outstanding programme of marketing initiatives for the firm's Financial Services practices.

TARA COLLINS

CMO

National Broadband Ireland

Tara Collins is the Chief Marketing Officer of NBI, responsible for directing the brand and communications strategy, stakeholder engagement and demand stimulation.

Tara joined NBI in 2020 with a wealth of experience across marketing, communications, PR, business development, and corporate relations, built up over a career of more than 20 years in the public and private sectors.

Tara has held senior roles at Ryanair, Seniors Money International, Smurfit Business School, Hewlett Packard and University College Dublin. Tara's global experience has seen her live and work in the USA, UK, Europe, Australia and Asia.

Tara sits on the Board of BizWorld Ireland, a not-for-profit organisation that promotes entrepreneurship skills for young people and is a diversity champion for the Womens Executive Network (WXN). She also volunteers for Harvard Business Schools virtual learning groups.

Tara holds a Bachelors 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.

TOM FARRELL

CMO

Flipdish

As CMO of Flipdish, Tom leads and coordinates the marketing team at one of Ireland's fastest-growing companies, helping diverse, independent food businesses around the world thrive and succeed on their own terms. Tom has over 25 years of experience and leadership in some of Ireland's leading tech success stories, plus an educational and unforgettable six-year stint in B2C marketing at the heart of Paddy Power's brand marketing team. Tom holds a degree in Politics and Economics from Trinity College, Dublin.

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 Trirème 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.

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TRICIA GALLAGHER

Head of Marketing & Pursuits

KPMG

Tricia is responsible for the marketing and pursuits strategy for KPMG – Ireland's leading professional service firm. With over a decade in B2B marketing, she sets brand building campaigns across multiple sectors and services. Throughout her career she has built best in class teams focused on innovative ideas that keep brands and businesses relevant and competitive. Tricia is a recognised marketing leader with previous experience in the music and tourism industries. Tricia is a keen advocate of Inclusion & Diversity and played a key role in 20x20 – a nationwide campaign focused on Women in Sport. A graduate of University of Ulster, Tricia hails from Donegal and in down time enjoys sun, ski and football.

UNA FITZGIBBON

Director of Marketing

Bord Bia

Una is Bord Bia's Director of Marketing. Prior to her current position, in Bord Bia Una served in client facing sector and entrepreneurship roles. In her current role Una is responsible for the development and evaluation of marketing and brand strategies, optimising and scaling marketing activities across integrated channels, acting with the consumer in mind at all times to build brand positioning nationally and globally. Una is a member of the Bord Bia Senior Leadership team since 2006. Una was previously National Sector and Region Manager at Enterprise Ireland, Marketing Consultant with Omnicom Media Group in the UK and Global Business Analyst at Diageo. Una is a BComm Graduate of UCD, a Marketing Post Graduate of the University of Louvain and an alumni member of the University Of Cambridge Institute Of Sustainability Leadership.