

Mentor Panel 2021 to 2023

	A	B	C	D
1	First Name	Surname	Company Name	Applicants biography (Cut & Paste from Tender)
2	Margaret	Julian	GDPR Audits	Margaret has over 19 years working in the financial sector, and expert knowledge of regulatory compliance requirements. Since starting GDPR Audits, Margaret has been helping businesses in their compliance with the GDPR and data protection legislation both in Ireland and abroad. Margaret has excellent project management skills and works to ensure clients and businesses are protected and fully compliant in the way they need to be.
3	Alva	Pearson	Pearson Consulting	Pearson Consulting was formed in 2018 by Alva Pearson. Providing direct support to developing businesses, through the implementation of a targeted sales and marketing strategy. The objective is to establish a route to market for each business where they can connect with their customers, seek conversions, and align their revenue strategy. Support is offered in all areas of sales & marketing including website design. Alva brings over 18 years experience to the table, she sits on a number of LEO panels and also the Failte Ireland mentoring and training panel. Alva has vast experience working across various sectors promoting commercial growth within businesses and establishing opportunities to generate greater revenue. Alva is adept at uncovering real opportunities and easily transitions her skills across multiple sectors, those sectors are not limited to but include tourism and hospitality, environment and agriculture.
4	Brendan	Byrne	Chabren Services Ltd.	Brendan Byrne is a Fellow of Chartered Accountants Ireland with almost 30 years' experience in supporting the strategic development of small and medium enterprises. He trained with KPMG where he worked on a wide variety of assignments including a number in pharmaceutical, transport, viticulture and aircraft leasing sectors, reinforcing his broad range of skills, adaptability and financial engineering expertise. After leaving he has worked across Europe and the US in Manufacturing, Waste Management, Technology, Retail and FMCG. He has been a director of a number of large manufacturing companies and has mentored a number of national award winners. He is currently a Director of a leading destination centre and advises boards of Food, Service, Cyber Security and Big Data organisations operating throughout Ireland and across Europe. Brendan holds a degree in Accounting & Finance from DCU and a range of other qualifications including certificates in Training, Operations Management, Investment Analysis, UK and Irish GAAP together with Diplomas in Professional Financial Advice and IT in Accounting. He lectures extensively for Third Level Institutes with whom he has developed and presented on undergraduate and post graduate programmes. He works with the Chartered Institute of Logistics and Transport and was a key player in the approval of their Diploma programme with IT Carlow – where he lectures on all stages of the course. From 2018, Brendan has been the Northern Ireland lead on the Finance for Non-Finance Directors course for the IOD and has delivered the course across the UK.
5	William	Baldwin	Ruya Advisory Ltd	William Baldwin has over 25 years' experience in areas such as HR Structures (Organisational Design, Organisational Structure, Organisational Development, Competency Frameworks, Grading Structures and Recruitment Processes) Organisational Culture & System Change, Organisational Efficiency, Document Management, Quality Management, Human Resources, Health & Safety Management, Business Excellence, Operational Excellence, Learning & Development, and Enterprise Risk Management.
6	Sean	Ryan	Midland Business Training and Development Ltd	After a term of 10 years as CEO of Offaly County Enterprise Board, Sean joined the ranks of self employed in 2014. He specialises in Business Planning & Strategy, Human Resources and Organisational Management. As the holder of MBA in Business and a qualified trainer, he delivers programmes for the SME sector and has been actively involved in roles of business advice and mentor to include daily clinics.
7	Derek	Hannick	Lean Green Services	Lean Green Services have a proven track record with over 15 years knowledge and experience working with blue chip companies, SME's and public sector organisations. They specialize in the strategic application of Lean and Sustainability principles and are hands on in their approach to instigate positive change for their clients. Lean Green places a particular emphasis on business growth strategies and cost and sustainability programmes delivering across a variety of sectors including tourism, retail, agri food production, financial services and ICT.
8	Roise	Dunne	About Marketing	Rosie Dunne offers a broad range of marketing advisory / support services to new/ existing businesses across a broad range of sectors. This includes development of Strategic Marketing Plans, Branding, Web/Digital & Social Media Marketing, Advertising, ROI / Analytics, Internal Communications, Event Management, PR, Market Research, Resourcing & Budgeting & Preparing Pitches / Award Entries.
9	Una	Ryan	Marketing Eye	Una Ryan has over 2 decades of experience in product strategy, product development, sales channel development, market research, marketing (both online and offline) and strategic planning. She works with business owners to help them to start, scale and grow, and helps them to focus on strategy, marketing, sales, planning, and problem solving.
10	Caitlin	O'Connor	Accelerating Performance	Caitlín O'Connor scales companies & teams. Her focus is on strategy, export, marketing & sales aligned to business growth, domestically & internationally. Her passion is on new market development, building strategic innovative solutions, customer focussed strategies, revenue strategies and gap analysis aligned to operational growth. Caitlín is Lean Six Sigma qualified (University of Limerick).
11	Muireann	Fitzmaurice	MarketingCoach.ie	Muireann Fitzmaurice is the owner of the award winning www.MarketingCoach.ie. She helps entrepreneurs figure out what tools to use to get more customers, and ways to increase engagement. She has provided training and mentoring to over 10,000 small business owners/managers since 2012 on idea generation, business planning, marketing, social media and entrepreneurial leadership.
12	Allyson	English	Jigsaw Better Business	Clients say Allyson gets the best out them, and gets the job done. Structured, disciplined, yet engaging in her approach, Allyson supports her clients to question everything they do and be the best they can be. Allyson is co-founder and MD of Jigsaw VAE and has significant experience working on the Lean for Micro programs well as a variety of Mentoring assignments working with a wide range of business sectors. Allyson has extensive experience in operations and finance and is an approved provider of the Lean Business offer with Enterprise Ireland & the IDA. Allyson has coached, trained, mentored 100's companies and teams in Lean Principles.
13	Padraig	Briody	Padraig Briody & Associates Ltd	Padraig Briody has a track record in business mentoring & management development. Padraig is self-motivated and commercially astute who enjoys energising and motivating small businesses to deliver value added performances. Padraig is also a self-employed entrepreneur (Briody Well Drilling Ltd), therefore has strong practical skills and empathy with small businesses.
14	Niall	McManus	EarthRoute Ltd.	Niall McManus has over 3 decades in international business development in services, renewable energy and IT. His experience includes co-founding a startup, partner and director of an SME, consultant reporting to the C-suite, and an expert advisor to the European Commission. Niall's expertise is market entry and international expansion. He is a subject matter expert in the circular economy and sustainability.

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15	Bobby	Connolly	Bobby Connolly & Associates	<p>Master of Business Administration, Open University 1993 -1995 Subjects: Strategic Management, Corporate Financial Strategy, Human Resources, International Enterprise Fetac Level 6 Train the Trainer – Distinction 2014 26 years' experience as Senior Manager in AIB Bank managing large branches and a Business Unit with 6 branches and 100 staff. 8 years' experience as HR Business Partner with responsibility for HR across the Branch network (staff 3,500). 8 years' experience as Business Adviser, working with a broad range of business clients and on behalf of a number of Local Enterprise Offices. Loan Assessor with Microfinance Ireland</p> <p>Skills Strategic and Business Planning Understanding of business financials and what is required to successfully manage business financial performance. Financial planning and sourcing funding Human Resource Management Structuring meaningful Business Reviews Change Management Identifying Training and Development needs and sourcing solutions Business Advice and mentoring</p>
16	Aidan	Shine	South East Business & Innovation Centre Clg	<p>Aidan advises entrepreneurs and small companies on all aspects of business planning and development, with a special emphasis on financial planning and sourcing funding. He brings a wealth of corporate finance & accounting experience. An MBA, Aidan has special interest in strategic management, creativity and knowledge management</p>
17	Aidan	McCormack	McCormack Healthcare Ltd., T/as Emotive Coaching and Consultancy	<p>Following a successful business career as a Business Entrepreneur, Owner and Manager, Aidan McCormack provides Coaching, Mentoring, Training and Consultancy services in the following: Business Mentoring and advice; Executive, Business and Career Coaching, including psychometric Assessments; Leadership and Management Development; Strategy & Innovation; Strategic Marketing Management, including e-Business; Consultative / Customer Focused Sales; Project Management, and Business start-up and Development. Aidan's business background is in Ownership and Management; he has held senior positions for most of his career, primarily in the Healthcare Sector. Aidan's experience as a CEO and Senior Manager includes start-ups, turnaround and recovery, merger and acquisitions, and strategic development. Aidan believes in the potential of both people and businesses to grow through strategic management and personal development. Aidan loves coaching and training, as he believes in the potential of the individual; coaching and training allows the expression of this, which enables and empowers both enterprises and individuals to grow. Aidan works with a diverse range of candidates and executives at all levels in Manufacturing, Pharmaceutical; Technology, FMCG, Healthcare Distribution, Travel and Financial Services and facilitates training courses in Business subjects, such as Project Management, Sales, Negotiation, and HR amongst others and performs as a mentor to businesses in Dublin for Local Enterprise Boards. Aidan holds an MBS, (Master in Business Practice) from UCC and a Diploma in Coaching; he is a member of The International Coaching Federation, (ICF), The Irish Institute of Training and Development (IITD) and The Professional Speaking Association (PSA)</p>
18	James	Burke	James Burke & Associates Ltd.	<p>James Burke is Ireland's leading independent food service advisor who is an experienced senior executive with over 3 decades knowledge in the FMCG industry. He has proven ability in delivering quality results and excellence through expert planning and professionally managed teams. James is a strategically focused thinker with excellent interpersonal and problem-solving skills.</p>
19	Aisling	Foley	Aisling Foley Marketing	<p>Aisling is an accomplished marketing professional with over 25 years international experience in market research, product marketing and marketing communications with B2B and B2C companies. Aisling has enjoyed expanding her industry range in the last few years from early specialisation in technology and software development to a wide range of diverse industries. She brings enthusiastic, professional and focussed energy to all her client projects. Industry sector and international markets experience Up to 2007, Aisling worked with international technology companies including BT, Sabre and i2 Technologies (now JDA) where she was based in London, Brussels, Dublin and Dubai marketing to Europe, Middle East and North America. She managed all variations of marketing programmes from broadsheet press advertising and direct marketing (budget STG £1m) to digital marketing, customer newsletters, public relations, collateral and social media. Since 2007 when she set up her consultancy Aisling Foley Marketing, Aisling has been working with small and medium sized Irish companies including Trilogy Technologies, Zinopy, Green IT and Airtel ATN. She has been facilitating SMRs with Enterprise Ireland since 2016. Specialities from B2B technology and software development to a wide range of diverse B2C industries including retail, health services such as physiotherapy and yoga, bikes, recruitment and electric scooters. Aisling has been a mentor since 2013 and has a diploma from the UK Chartered Institute of Marketing.</p>
20	Peter	Sheridan	PV Sheridan & Associates	<p>Peter Sheridan has worked with Enterprise Ireland advising owners of small enterprises on business planning, job creation and growing sales. This was done through meticulously planned strategies by focusing on areas of sectoral knowledge that assist clients in planning for future growth. He now uses these skills and expertise in financial appraisal, strategic planning and corporate governance to mentor entrepreneurs on their ability to start a new business or to advise existing local enterprises on expanding and growing their business to a level where they may become a High Potential Start Up with Enterprise Ireland. Small businesses are agile and can diversify faster, but they face different challenges than larger firms, such as cash flow, contingency plans, building or improving online trading, risk management and productivity, particularly now with remote working. His experience and knowledge of market sectors can provide support and guidance to assist a Mentee in learning how to run a business more effectively and to identify problems and suggest solutions. Peter Sheridan is familiar with Local Enterprise policy and procedures having carried out many mentoring assignments over the past five years, and always with a positive approach to help a business succeed and create sustainable employment. Sharing problems through listening and advising can help with the decision making process. He encourages Mentees to create a distinction in their served market so that customers can tell a difference between you and the competition thereby offering a unique selling point that will not only attract new customers, but will enhance both repeat business and referrals.</p>
21	David	Culliton	Business Support Services	<p>David Culliton is a Chartered Accountant and has worked with a wide variety of businesses and public agencies. David established Business Support Services (BSS) in 2000. BSS provides consultancy services to SMEs in the South East to help get their businesses up and running as well as improving business performance.</p>
22	Veronica	Murphy	Fitzen Consulting limited t/a The Discovery Partnership	<p>Veronica Murphy is a Director & Consulting Partner of The Discovery Partnership. She has held positions in Ireland and internationally at senior leadership roles in General Management, Manufacturing Operations, Supply Chain and Logistics, Human Resources and International Exporting and Sales. Training, Consultancy, mentoring, Advisory Board, mediations, strategic planning for HPSU start up and scaling companies.</p>

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23	Jane	Manzor	Manzor Marketing	Jane is the owner and founder of Manzor Marketing a boutique marketing agency established in 2016. Jane has over 20 years' experience in the marketing arena and is skilled in all areas of the marketing mix, including traditional marketing, PR, Event Management and Digital Marketing. She is a seasoned mentor and trainer and works with several Local Enterprise Boards, Enterprise Ireland and Intertradelreland on both marketing training and mentoring. She also lectures part-time with TU Dublin in Creativity and Innovation. To learn more about Jane visit www.manzormarketing.ie .
24	P.J.	Hickson	Hickson Management	P.J. Hickson operates two Businesses. Centra Potato Market, a Hi-Convenience retail unit and employing 28 Full time & Part-Time and Hickson Management Ltd, an independent consultancy to the Retail & Hospitality trades employing 4 Full time with a primary purpose of driving Gross & Nett Margins in our Clients business.
25	Denis	Herlihy	Denis Herlihy	Denis Herlihy is an experienced executive with 40 years experience across the Irish and International markets who has specialised in strategy, business transformation, market share growth and mentoring colleagues. An enthusiastic & passionate leader, driven by delivering results through a high-performance culture.
26	Ann	Sheahan	ManOPT Systems Ltd, t/a Entellexi Innovationworks	Ann Sheahan holds a BSc, and MBA. She has more than 30 years' experience in multinational, SME and micro enterprises in the field of Enterprise Performance Optimisation. She co-founded and currently manages ManOPT Systems Ltd. trading as Entellexi, a software development company specialising in enterprise performance optimisation and visualisation. Ann has also facilitated a number of Lean Transformation projects for Enterprise Ireland and IDA Clients as well as 'Lean for Micro' projects for Local Enterprise Office clients in Limerick and Carlow. https://www.linkedin.com/in/ann-sheahan-633ba61
27	Jennie	Frizelle	ADKC Training	Jennie first began delivering I.T. training in 1997. She has a flair for explaining things in simple terms and putting people at ease in an environment where they often feel overwhelmed and anxious. Jennie's training and mentoring services focus on web-related technologies such as Search Engine Optimisation (SEO), Facebook for Business, LinkedIn, Google Ads and Google Analytics, as well as the Microsoft Office suite of products and general computer usage. ADKC Web Design and ADKC Training were established in January 2009 as a web design, training, consultancy and mentoring business. Since then, Jennie has undertaken training, consultancy and mentoring assignments for a broad range of clients, including Local Enterprise Offices, government bodies and private enterprises. Prior to setting up her own business, Jennie worked as training coordinator in a large organisation where she delivered training courses to a great variety of clients. Jennie greatly enjoys seeing people leaving her courses with new-found confidence and knowledge, ready to put their skills to good use.
28	Carole	Thurston	South East Business & Innovation Centre Clg	Carole is an experienced Business Consultant with South East BIC and has over 15 years experience providing advice and assistance to start-ups and SMEs in the south east. The BIC works closely with Enterprise Ireland, and other local and regional agencies in delivering concept feasibility, mentoring, business planning, modelling and sourcing finance to start-ups and SMEs. Prior to moving to Ireland, Carole had over 15 years experience in management positions in CinVen a VC organisation in London and a Sears group company (Miss Selfridge) managing their IT departments and developing/implementing the use of technology. Carole co-founded an IT start-up company in Ireland in 2000, an online marketing business for retailers called homemaker.ie, sadly the company did not survive the dot.bomb era in the early 2000's. However, valuable knowledge and insights were gained into the challenges of entrepreneurship and business start-ups. Carole has a Masters in Digital Innovation and is a Mentor with Kilkenny and Waterford LEOs.
29	Keith	Darcy	Keith Darcy	With over 20 Years in the Financial Services sector and over 10 years in private Industry at a senior level, Keith has an in-depth and first-hand knowledge of the challenges facing businesses, the pressure they are under and the limiting factors in which they often must operate. Qualified Accountant & QFA.
30	Colin	Eyre	Institute of Technology Carlow	A BA (Hons) First Class Honours graduate in Product Design Innovation from I.T. Carlow in 2018, he provided R&D expertise for Bord na Móna for multiple large business projects. With Design+, he focuses primarily on design strategy workshops, innovation programmes, and graphical capture of work done with clients.
31	Mary	Deevey	Mary Deevey Accounting and Consulting Services	Mary Deevey is a creative, outgoing individual with a background and a strong interest in Entrepreneurship and Micro Enterprise. She has successfully run her own small Tourism business for the last four years and also carried out some consultancy work through the business continuity voucher scheme.
32	Deirdre	Brennan	Digital Outputs Ltd	Deirdre Brennan has been working in her family's business for 2 decades and has years of experience in training, consultancy and mentoring for a broad range of clients, including Local Enterprise Offices, NGOs and private enterprises. She has a background in IT & software development. Deirdre graduated with a first class honours MSc in Digital Marketing Strategy from Cork Institute of Technology. She is currently studying for an Advanced Diploma in Social Media & Media law at Kings Inns.
33	Rosemary	Ward	South East Business & Innovation Centre Clg	Rosemary is a skilled and experienced Business Consultant who focuses on advising and assisting clients through their Startup journey bringing companies to investor-readiness for seed investment. Previous high level roles include Trade Marketing Manager (ROW markets) for Waterford Crystal (ROW markets) and as Marketing Manager for BTW along with strong sales and marketing experience in telecoms and IT. Rosemary is a B. Comm (International) graduate from UCD.
34	Alp	Turkmen	Dicuil Enterprises	Alp brings extensive industry experience in driving organizations to deliver world class products and services for the global market. He has an in-depth knowledge of strategic business planning & management, international project & product development, business optimization & organizational transformation, and technology enablement. Throughout his career, Alp has helped start-up ventures, and SMEs in 20+ localizations worldwide to develop, grow, and successfully release innovative products and services. Alp holds PhD and MA in Organizational Systems, and Human Development, BA in Business Management, and NC in Electronics Engineering.
35	Gordon	Naughton	Tactive Commercial Advice Ltd	Gordon is the CEO and Founder of Tactive. Since establishing the business Gordon is an active member of a number of LEO's and in particular Westmeath. Utilising his accounting, banking and corporate finance experience he has provided excellent mentoring to clients.
36	Christian	Shaw	Kilkenny Design Consultancy	Graduated from Manchester Polytechnic with First Class honours in BA Industrial Design (Engineering) in 1984. Product and interior designer with Kilkenny Design Workshops to 1989, then helped set up Kilkenny Design Consultancy as a private concern. Over 30 years experience in product design.

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37	Aisling	Maher	3M Marketing Services	3M Marketing Services is a consultancy service offering advice, guidance and support in the areas of marketing, business planning and business strategy. Founded by Aisling Maher, who is an experienced and qualified marketer with 20 years' experience across a number of industries including finance, telecommunications, hospitality and tourism. Aisling takes a full 360 view of your current business and marketing activities to identify opportunities and improvements to these activities enabling you produce effective and profitable marketing campaigns. The services offered include a range of consultancy and training packages in the areas of marketing strategy development and planning, social media management and digital marketing. Following an initial consultation and discovery call, Aisling works with each client to identify their key requirements or development areas and tailors a package and plan to best suit their needs. Whether you're looking for help in creating an overall marketing strategy giving clarity to your advertising activities, are confused by acronyms like SEO, PPC or other digital elements like blogging and email marketing, or you need help with managing your social media content and running Facebook ad campaigns. Aisling and 3M Marketing Services have a wealth of experience and knowledge to help you create and run effective marketing campaigns to help you grow and develop your business.
38	Ria	White	Ria White	Ria White is a HR consultant & trainer with over 25 years' experience, establishing her business in 2005, taking a 3 year contract role as HR Director for an expanding pharmaceutical company (2017-2020). During 2020 she returned to consultancy work providing HR & training services. She is a chartered member of the CIPD, trained mediator and mentor with many Local Enterprise Offices and also on Waterford Chambers leadership programme.
39	Raymond	O'Hanlon	Preferred Results Limited	Raymond has spent his entire professional career spanning 30 years on helping business owners, both large and small, solve problems at a strategic and operational level to increase sales, reduce costs and drive results. As a trusted adviser, he brings his experience to discuss solutions and innovative ways of improving business activity
40	Sharon	Ginnetty	Optimise Marketing	Marketing Professional with over 20 years national and international experience working in a range of industries and business sizes. Sharon offers mentoring clients assistance with Marketing & Digital Marketing Strategy. She holds a Bachelor of Commerce degree, two Postgraduate Diplomas in Marketing and Enterprise Development, a Diploma in Digital Marketing from the Digital Marketing Institute and is a Graduate Member of the Marketing Institute since 1998. Mentoring with LEOs in the south east since 2013, she has met with and assisted hundreds of companies with Digital Marketing Strategy over the past eight years. If you need help with choosing the correct social media channels for your business, business blogging, email marketing and other digital marketing tactics Sharon can advise you how to proceed. Perhaps you are not getting results from your current efforts or your website is under performing if so she can review with you and discuss SEO, PPC Advertising, Affiliate Marketing, Remarketing and Link Building strategies.
41	Aoife	Harrington	Aoife Harrington	Professional Consultant Designer, New Product Innovator and Business consultant, taking a product or service from initial concept to final commercial collection. I am recognized internationally as being an imaginative and forward-thinking designer, expert forecaster, project manager and planner with proven consumer and gift sector knowledge, excellent communication skills and well-versed in monitoring large scale projects with a key awareness of market trends.
42	Cormac	Johnston	Ceistiú Consulting Ltd	Cormac Johnston works with progressive SME's across various industry sectors. Adding value, assisting and developing businesses in areas such as business planning, product development, office administration and health & safety process improvement (Lean) and supply chain management. Cormac works with organisations using his collaborative hands-on style delivering simple, workable solutions.
43	David	Normoyle	Spotlight Business Improvement	David Normoyle is the Founder of Spotlight Business Improvement. He is a hands on driven leader, with 20 years' experience in; Operations Excellence, Lean Six Sigma, IT Service Management and Project Management, as a manager, mentor and trainer. He is currently Business Mentor and Trainer for several Local Enterprise Offices.
44	Elish	Bul-Godley	Content Plan	Elish Bul-Godley is part of the Content Plan team. She helps businesses, brands and organisations grow through Content Strategy & Creation, Copywriting, Brand marketing, Social Media & Community Management. Her past roles include Brand Marketing Manager for Snap Franchise Group and Internal Communications Consultant for AIB Finance strategy. She has provided Content and Marketing support for assorted Irish SMEs, organisations like the MII and the Abbey Theatre with Ebow the digital agency.
45	Eileen	McCabe	Content Plan	An experienced digital consultant and marketer with specific experience in social media management, online advertising, and digital strategy consultation. Eileen has experience in working with a variety of business types within a range of industries to achieve maximum ROI capabilities online
46	Tony	Mc Nally	Tony Mc Nally	Tony McNally has a Sales and Marketing background with nearly four decades of experience. Over that period Tony was responsible for the launch of many household brands which still command a strong positioning in the consumer market of today. Over the past 13 years Tony has worked extensively with many LEO organisations mentoring and advising clients.
47	Blaise	Brosnan	MRI(wex)Ltd	Blaise has in excess of 4 decades business experience. The first twenty as CEO of WFC and for the last twenty five years as MD of MRI(wex)Ltd specialising in training and mentoring of the full range of businesses.
48	John	Brophy	Carrig Solutions	John Brophy is an experienced Company Owner, Qualified Agile Business Coach, Certified DevOps Leader, winner of Company of the Year (Wicklow) and most Innovative company (Wicklow) and National Finalist (last 8 from 22,000) in National Enterprise Awards (2012). Technology Mentor for Dublin City LEO and Skilnet. Coaching experience in Canada, China, Spain, Romania, UK.
49	John	Collier	foodvate	Dr John Collier and Foodovate Consulting is a Food-Innovation consultancy helping companies design and develop new products for the retail/foodservice markets. This is built on over 20-years' experience in industry. We work in Innovation and Innovation Capability, Market Intelligence, Strategy & Business Models, Nutrition & Health Claims, New Product Development, Digital Marketing for Food and Training. We are experts in Design Thinking and innovation models to help you bring your ideas to life. We also work with companies to secure funding for startup formation, feasibility and growth. John has owned and managed a number of food companies over the past 20 years and has worked in every aspect of the industry. He has direct experience with beverages, prepared meals, horticultural products, pharmaceuticals, meat products, dairy products, savoury and sweet snacks.
50	Lissa	McPhillips	Dynamic Marketing	Lissa McPhillips is a seasoned marketer with over 20 years' national and international commercial experience within high-growth start-ups such as Esat Telecom and Digicel to Fortune 500s such as Dell and JPMorgan. She now focuses on creating and delivering effective sales generation and customer retention strategies for the SME sector.
51	Lyndsay	Considine	LC Digital	Lyndsay Considine is a former award-winning journalist and digital marketing/communications specialist with a particular interest in social media marketing, management and optimisation. Lyndsay has a proven track record in delivering tangible online results across a variety of business sectors.
52	Rani	Dabrai	House of Moneypenney Ltd.	Rani Dabrai is a serial entrepreneur, with two decades of working with businesses globally. After founding her first business in 2007, she went on to sell the company ten years later and now works exclusively with SME's to develop and scale their businesses.

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53	Miriam	O'Donoghue	Preferred Marketing & PR Ltd	Miriam O'Donoghue has over 20 years' experience as a qualified marketer, PR practitioner, business consultant, trainer, coach and mentor. Providing advice and guidance to micro businesses, small business owners and start-ups across a broad range of sectors, she is adept in business planning, marketing and sales strategy, public relations (PR), brand development, digital marketing strategy, social media and website management.
54	Declan	Deasy	Decteck Ltd	Practised Consultant and Project Manager specialising in Operations, SAP ERP Systems, MES systems, integrated marking system including serialisation and Implementation specialist with Senior Logistics professional experience. Declan is degree qualified with over 30 years specific Supply Chain experience working for leading Multinational organisations in Pharmaceutical, Food and FMCG industries.
55	Peter	O'Connell	Peter O'Connell Communications	Peter has worked as a journalist and editor for 24 years, across digital, print and radio. Peter lectures in journalism at UL and is full-time self employed in the communications sector.
56	Conor	Farrelly	DataDyneConsulting LTD	Conor is a business studies & language graduate who is enthusiastic about the development of people and processes to bring about solutions for organisational improvements. For the last 6 years, he has worked as a Digital Marketing Consultant & co-founder of DataDyneConsulting LTD which specialises in providing businesses with comprehensive IT and Management strategies.
57	Des	Doyle	True Pitch	Des is a Business Consultant that specialises in assisting businesses find market opportunities, maximise their growth and building competence in competing in their chosen markets. Des has a Master's in Business (M.Sc.) and a Post Graduate Diploma in Digital Strategy. Des has worked in a wide variety of business sectors for more than 15 years in Marketing and Business Development roles.
58	Niall	Devitt	Content Plan	Niall Devitt is an experienced digital strategist, manager, trainer and mentor with experience across digital strategy and planning, project and people management, social media and content marketing, web and mobile development, project and people management, and reporting and analytics. His clients that have won awards and gained recognition in both Ireland and North America.
59	Justin	Kearnes	JK Innovation	Justin Kearns is a business & technology consultant with 10 years experience in technology & entrepreneurship and is skilled in taking innovative concepts from inception right up to becoming a growth stage enterprise. Justin is an expert on all digital technology and trading online and holds a post grad in Innovation & Entrepreneurship and has extensive experience mentoring with local authorities & community development companies.
60	Dr. Krish	Sankaran	Radical Innovations Group Ab	Dr Krish Sankaran, Founder – CEO of Radical Innovations Group has gone through the whole process of starting a company from scratch to developing it into one of the promising SMEs in the Nordic. He brings his first-hand experience of being in the roller-coaster journey as an entrepreneur and 17 years of leadership experience from Industries to new and young business owners, entrepreneurs, and SMEs.
61	Aisling	Reardon	Fitzen Consulting limited t/a The Discovery Partnership	Aisling has a BA in Drama & Theatre Studies and an MA in Public Relations with New Media. Aisling is a Communication Consultant with The Discovery Partnership specialising in Digital Marketing Strategies, Public Relations Initiatives, Branding and Reputation Building and Management, and Media & Influencer Engagement.
62	Michael	Ryan	Achieve Consulting Ltd.	Michael Ryan is a highly analytical decision-maker and experienced business leader, who brings valuable external and independent perspective as a business and leadership mentor. He has extensive experience at both SME and Corporate level and prior to founding his own business Achieve Consulting had a 20 year successful track record in operational and executive management. Most recently he was the Managing Director of Independent News & Media's Regional newspaper group. He also has a Diploma in Personal, Leadership and Executive Coaching and is a member of the European Mentoring and Coaching Council (EMCC). Michael understands what's required for a business to be able to adapt to changing economic and market circumstances and the importance of staying nimble and focussed at all times. Recognising the importance of good leadership for a business to thrive, Michael provides mentoring and coaching support for managers and business owners bringing an experienced and independent perspective.
63	Billy	O'Connor	The Discovery Partnership and Consult Discovery Ltd	Billy O'Connor has a B. Comm UCC., and qualified as a Chartered Accountant with KPMG. He is a graduate Maynooth University in Training and Development and is a licensed accredited Insights Discovery Practitioner, global leader in psychometric profiling. He operated his own chartered accountancy firm since 1995 as a licenced practitioner, WA O'Connor and Associates. Billy is a National Council, twice elected Member, Chartered Accountants Ireland 2001-2015 and 2015-2018. Billy is a founder and owner of The Discovery Partnership Ltd., business advisory/consultancy and training firm 2001. He franchised the operation in 2008 and expanded countrywide.
64	Catherine	Duggan	Collaborate Together	Catherine Duggan is a highly skilled and experienced start-up and business coach and mentor. Over the past ten years she has gained in-depth knowledge and experience of the Irish business and start-up sectors. She enables entrepreneurs and company owners to strategically develop their business ideas. She provides a range of specific tools to help them identify and create their value propositions and unique selling points. Catherine also advises entrepreneurs to test and validate their business ideas, identify their key markets, customers, competitors, financial requirements and other aspects of their proposed business. She has a broad knowledge of the various types of financial supports and business development programmes available in Ireland. She identifies the relevant supports that are most applicable to business owners depending on their stages of development. As part of her mentoring role she collaborates with them and helps to successfully guide them through these supports. She has participated as a skilled professional, mentor and coach on several pre-accelerator programmes in the National Digital Research Centre and several Techstar Start-up Weekends. Working in multi-disciplinary teams with female founders and other start-up founders has given her valuable insights into identifying what is required to develop a successful product or service. Catherine is passionate about technology and encourages business owners to embrace the benefits of creating and having an online presence. She comes from a tech background and has the knowledge, expertise and experience to empower them to navigate their way through the many steps, stages and methods of 'going digital'.
65	Siobhan	Oates	South East Business & Innovation Centre Clg	Siobhán is a Chartered Accountant with extensive experience with PricewaterhouseCoopers in Waterford, O'Neill Foley in Kilkenny, Ellickson Engineering & Flahavans. Her role at South East BIC is to advise clients on all aspects of business planning, development and specifically financial management and planning.
66	Sarah Jane	Vincent	Content Plan	Sarah Jane Vincent is an industry leader in social media and online marketing with expertise in Facebook, LinkedIn, Pinterest, Google My Business and other popular platforms. She is the founder & CEO of Miss Content Creative, a multi award-winning digital marketing company with a portfolio of international clients. Sarah Jane is a certified lead trainer with Facebook. Through continuously learning, experimenting and implementing the latest tried and tested methods she is able to provide her clients with the latest marketing strategies that work.
67	Denis	Casey	Casey Business Consulting	Denis has the knowledge and experience to support clients in a broad range of areas, including: market validation, business models, marketing, sales, raising finance, financial literacy, business planning, business strategy, supports available, manufacturing/production, negotiation, resource management, route to market, supply chain management, human resources, finance, leadership/management development, tendering/procurement, and Brexit.

	A	B	C	D
1	First Name	Surname	Company Name	Applicants biography (Cut & Paste from Tender)
68	Edward	Timmins	Edward Timmins	Edward Timmins is a Chartered Accountant since 1992 and an Engineering Graduate from Trinity College Dublin. He has vast experience of working in all areas of Finance and Business, as a Financial Controller and Finance Director. Edward has been involved in start-ups both in Ireland and overseas.
69	Peter	McCormack	AATS Limited –T/A P.A. McCormack & Co	Fellow of the Association of Chartered Certified Accountants, Graduate of The Marketing Institute of Ireland, Diploma in Insolvency and Corporate Recovery, Certificate in Personal Insolvency, Business Advisor and Statutory Auditor. In public Accountancy Practice since 1990, advisor to business in respect of structure, taxation, financing, obligations, sales / marketing and general operation.
70	Martina	McGrath	Bridgewater	Martina has a strong development background centred round start-ups, business expansion and enhancing skills. A previous Enterprise Development Centre Manager, she has engaged with hundreds of businesses over the last 15 year at all stages of business development. She has procured EU funding, facilitated over one million euro of SME grants, won International awards, managed government funded projects, sat on Chamber's Ireland export technical group and managed Ireland's largest certificate of origin client, amongst other achievements. Martina is managing director of the Feasibility Studio in addition to being senior consultant at Bridgewater. She leads and delivers on all research consultancy at Bridgewater, spanning feasibility and diagnostic testing. Furthermore, she is adept at design thinking methodology and lean business model canvas (both useful in constructing a business model).
71	Lynne	Whelan	Institute of Technology Carlow	Lynne is a full time design strategist in the Design+ Technology Gateway with over 15 years previous industry experience. Lynne's work in the strategic design offering has resulted in supporting 100s of SMEs in growth and innovation. Coming from an owner/manager background in technology development, Lynne holds a master's degree in Design Driven Innovation and is a PhD candidate in Strategic Design Processes for Innovation .
72	Ciaran	Bolger	EFM Financial Management T/A EFM Ireland	Ciaran Bolger provides financial management services to businesses that want the benefits of a Finance Director – without paying a full-time salary. He provides practical commercial support to businesses across Ireland, with services including but not limited to cashflow forecasting & management, business planning, funding support, business turnaround and business continuity planning.
73	Conor	Hyde	Bullseye	Conor Hyde founded BULLSEYE in 2001 to service a growing demand for expert, best practice, business marketing support for owner-managed food and drink companies on an outsourced basis. (www.bullseye.ie). Conor leads a team in delivering a full-service marketing & training consultancy which offers its “real world” knowledge and experience of marketing on national and international markets to SME companies around Ireland. He and his team run a number of SME business skills training programmes on an annual basis for the various City & County LEO's, Bord Bia, Supervalu, IEA, LEADER, BIM, UCC. Conor is an honours B.Sc. graduate of Food Science from University College Cork and is a member of the Marketing Institute of Ireland. Conor successfully runs his own Irish whiskey company (www.hydewhiskey.ie) in 2014. HYDE Irish whiskey now exports 10 different products to over 35 countries internationally.
74	Miriam	Stevenson	Marlborough Marketing	Miriam Stevenson, Marlborough Marketing provides marketing consultancy & mentoring service to clients across Ireland & Northern Ireland. She also specialises in Website Design, Social Media Training, SEO Implementation as well as Digital Marketing services such as Google Analytics, PPC Ads, Sales, Email Marketing, Content Marketing, Graphic Design, Branding & Photography.