

# **NEW ROSS GOES DIGITAL**

## **(Confirmed)Panel of Speakers**

### **Friday 18<sup>th</sup> May**

**Gary Maher**



Gary Maher is an employee with Bank of Ireland since March 2012 where he started in our contact centre in Kilkenny spending over three years before entering his current role as "Leinster Digital Arrow". Where he now connects with and supports communities, ranging from students to Active Retirement Groups, throughout Leinster to embrace life online, but in a safe manner with Bank of Ireland's popular Free Tea & Teach Workshops.

**Aidan Murphy**



I have worked in three different roles within the BOI Group since joining in 2007. In Bank of Ireland Life I worked as an Insurance and Investment Manager for four years. My day to day responsibility was to conduct full financial reviews with customers in the area of life assurance, investment, regular savings and retirement planning. Through coaching and influencing, I consistently initiated internal and external relationships, developing new opportunities, creating long term profitable revenue streams.

In 2011 I joined a nationwide sales team responsible for increasing the volume of retail deposits on the banks' balance sheet. As this was a priority for the bank at the time, I had to build strong relationships with other product businesses in addition to demonstrating an ability to influence key external and internal decision makers. I worked this role for two years with responsibility for territories in Dublin and the South East. My current position as Senior Treasury Manager in Leinster involves leading and developing a team of experienced Treasury managers across the province. We provide treasury services to assist individuals, Irish and International businesses in managing the risks associated with Non Euro currency exposures and Trading Overseas. The support and advice we provide, helps our customers to minimise risks such as Foreign Exchange, Interest Rate, Payments, Trade Finance and Commodity risks via bespoke tailored solutions. We also prospect for new business opportunities with currency risk exposure. I have worked with a variety of clients from large corporates to sole traders over the years & my experiences with all types of customers is easily transferable. My qualifications reflect the commitment to my profession and customers. I attained an MBS in International Entrepreneurship Management from University of Limerick in 2008 in addition to achieving the status of Qualified Financial Advisor (QFA) in 2011, and Professional Banker in 2017 through the Institute of Bankers in University College Dublin.

**Joe Madigan**



Joe Madigan is Head of Customer Data & Retail Analytics at Bank of Ireland. Customer Data is a key asset to every business and Joe's role is to work with the passionate professionals at Bank of Ireland who ensure usage of our customer's data in a way that builds trust and loyalty as well as meeting all of our regulatory commitments. Joe is an experienced Director with strong strategic, leadership and financial management skills. He has a proven track record in transforming strategic plans into workable solutions and benchmarking performance against key operational targets/goals. He is an excellent communicator who is results driven and committed to high standards of organisational excellence and performance.

Joe is a graduate of CIT with a B. Eng. (Electronic) as well as a Diploma in Financial Advice from UCD. He has worked for over 20 years in multiple countries and across industries including Electronics, IT Services, Communications, Pharmaceutical and Financial Services. Prior to his current role, Joe lead Bank of Ireland's retail and business banking organisation in Leinster. Joe joined Bank of Ireland in 2014 to an Area Manager role responsible for 18 branches and

the Bank of Ireland brand in Kildare, Laois & Offaly. He was promoted to Regional Manager (South East) in 2015 responsible for 55 branches and 6 Business Banking pods before taking on the role of Director, Bank of Ireland (Leinster) responsible for 68 branches and 8 Business Banking pods in 2016. Joe is driven to enable the transformation of Bank of Ireland within the changing and challenging financial services environment over the next 5 years.

### **Greg Fry**



An International Social Media trainer delivering regular LinkedIn, Facebook, Twitter, YouTube, Instagram, Pinterest, Snapchat, Digital Video and Social Business Strategy training and workshops for institutions such as the Digital Marketing Institute, Sure Skills and the Digital Skills Academy. I have worked with top multinationals including Ulster Bank, Vodafone, Microsoft, Symantec, Virgin Media, Abbott Labs and Coca Cola Hellenic. Alongside training, I work as a Social Business Consultant. I believe that in order to make social media work for your business you must have a clear business goal, a clearly defined strategy and make sure that everything you do is measurable.

### **Lorcan Kinsella**



Founder & CEO of Brand Nova Digital - Lorcan Kinsella is one of the most sought after Digital Marketing Strategists both in Ireland and internationally, having worked with some of the biggest names in information marketing while working with the Launchmen. Over the past 8 years, he has trained over 3,500 professionals through custom training from 12-week digital marketing programmes to 2-day intensive lead generation sales funnel architecture workshops for leading brands, the commercial radio sector, agencies and has first-hand knowledge of the challenges facing many businesses in digital marketing.

Well known for his innovative and passionate approach to digital marketing. He has lectured with the Digital Marketing with several institutions including the Dublin Business School, Griffith College, Digital Marketing Institute and other corporate training organisations.

### **Tom Banville**



Tom Banville is the Head of Enterprise at the Local Enterprise Office (LEO) in Wexford County Council. Tom has over 20 years' experience working with start-ups and small businesses. He runs a team of 10 people and an annual budget of €2million to focus on enterprise and economic development in the county with a strong focus on sectors such as Food, Tourism and Technology. LEO Wexford is part of a network of 31 Local Enterprise Offices located in every county of Ireland. Local Enterprise Offices offer business advice and information, business training and mentoring, business networking and grant aid, typically to start up and small business with 10 or less employees. Tom has had notable successes in helping to start and develop such companies as DoneDeal, Innovate, Sonru and Scurri in the Technology sector. Tom is married with two kids and lives near Taghmon just outside Wexford Town. He has run 4 marathons to date, jumped out of plane twice (with a parachute of course) and a visit to the Grand Canyon is still at the top of his bucket list.

### **Tom Birmingham**



Tom is a Rural Development graduate with substantial business & people management skills and expertise. As an enterprise specialist with Wexford Local Development, Tom works closely with micro and small enterprises from various sectors in County Wexford to include food & drink, technology and tourism, assisting them in accessing grant aid through the LEADER Programme. Tom is particularly interested in the sustainability of small businesses in rural Ireland.