



MOVERS



DERMOT MULLIGAN

DERMOT MULLIGAN to acting marketing controller with Bord Gáis Energy (BGE) following the departure of Nicky Doran, who moved to Davy stockbrokers after 15 years at BGE. He has been with the company for eight years, having previously worked with General Electric and Abbey Travel. He is a graduate of the UCD Smurfit School of Business.



EIMEAR O'FARRELL

EIMEAR O'FARRELL has been promoted to group **business** director at Carat. An **account** director at the Dentsu Aegis agency, her clients include Arnotts, Guinness and Stena Line. She joined Carat from Mindshare in 2013, having worked with the GroupM agency for over five years. She has a BSc in marketing from the **Dublin Institute of Technology (DIT)**.



RACHEL O'DONOVAN

RACHEL O'DONOVAN to Epsilon as a strategic planner. She previously worked in Publicis, The Public House and Brandtone. Among her clients were Irish Distillers Pernod Ricard, Bord Gáis Energy (BGE), Bulmers, the Royal College of Surgeons (RCSI), Unilever and SAB Miller. She has also worked on the client side with Heineken and Accenture.

FIONA CURTIN has taken up the role of global business development for Heineken's cider brands at the group's headquarters in Amsterdam. The Cork-born marketer will work alongside Sharon Walsh, who is global cider director. She previously worked with Irish Distillers Pernod Ricard, AIB and C&C. She was president of the AAI for three years.

YVEANNE WALSH to **account** director at Goosebump, the DDFH&B Group promotions and shopper marketing agency. She joins from Ignition and is a graduate of the MSc in marketing practice from the UCD Smurfit **Business** School. Goosebump clients include Glanbia, Irish Distillers Pernod Ricard, Kerry Foods, Liberty Insurance and Nestlé.



TARA HOLLAND

TARA HOLLAND to the new position of membership development manager at the Marketing Institute, reporting to MII chief executive Tom Trainor. She worked as brand manager with the Westpac bank in Sydney for four years and on returning to Ireland in 2002 she became senior marketing manager at EBS, specialising in customer engagement.

BRID O'CONNELL to chief executive of Guaranteed Irish, a non-profit body which encourages import substitution by Irish consumers. **Businesses** carrying the symbol show an interest in promoting jobs, community and leveraging Irish provenance with the slogan 'All together better'. O'Connell has been a director of Welcome Marketing for over 14 years.

MARK DOYLE to group brands director at AIB. He was previously the bank's head of consumer marketing for over two years. Before joining AIB, he spent almost six years as head of marketing communications at Eircom and was Northern Foods' marketing manager for Ireland and Europe for six years. He has a BA in business studies-marketing from UL.



EOIN Ó SÚILLEABHÁIN to digital strategy director at Mindshare. He joins from Camelot's National Lottery where he was senior acquisition manager. He also worked as social media and digital marketing manager for Bord Gáis Energy where he worked on the Big Switch campaign. He helped establish the Social Media Awards, aka the Sockies.



LISA BUCKLEY to new role of marketing and communications manager at NewsBrands Ireland, the lobbying group previously known as the National Newspapers of Ireland (NNI). She joins from PR and media training agency Unique Media where she worked for seven years on the ASAI, Core Media, Bord Gáis Energy Irish Book Awards and GlaxoSmithKline accounts.

MARK CARPENTER to public policy and public affairs manager at Sky Ireland, advising on public policy issues at both a national and EU level. He joined Sky from the Fine Gael policy and research office, where he was a policy officer. He previously worked for the European Commission and Accenture and has a PhD in political science from TCD.

JEAN-MARC BRADFORD to designer at Oliver Ireland, which is part of the Inside Ideas group, which also includes Dare digital design, Adjust Your Set specialist content agency and Aylesworth Fleming marketing services. A native of South Africa, he joins the team working on projects for PepsiCo, Starbucks, NUI Galway and the Irish League of Credit Unions.