

Marketing Conference 2016

# Sale OR Fail

The Conference is open to students, staff and the wider business community. This year's theme is adopting a professional approach to selling and senior level sales professionals and thought leaders will discuss the latest industry trends and technologies.

**VENUE:** ITSligo, Room A0006

**DATE:** Friday 12th February 2016



Tickets are free and available online:

**WWW.ITSLOGOMARKETING  
CONFERENCE2016.EVENTBRITE.IE**



## **Conor Neiland, Diageo**

Customer Marketing Director for Guinness. With over 20 years' industry experience, his current role is with Diageo is Customer Marketing Director for Guinness globally, with responsibility for markets as diverse as North America to Nigeria.



## **John Elliott, Pfizer Healthcare Ireland**

Sales professional for 25 years with a career covering retail to Pharmaceutical sales. Current president of the MRII (Medical Representatives Institute of Ireland) with an active participation of over 500 members.



## **Dr. Elaine Wallace, Dept. of Marketing, NUI Galway**

Senior Lecturer in Marketing, and Associate Director of the Whitaker Institute, NUI Galway. Elaine also worked in brand/product management roles with Siemens Limited, Unilever, SmithKline Beecham and Boots Healthcare.



## **Martha Kearns, Storylab**

Martha Kearns is a highly respected journalist and communications professional with more than 15 years of top-flight media experience. She is the Managing Director of StoryLab, an Irish content services and PR agency rooted in the culture of quality journalism.



## **Kevin Egan**

Founder of Kevin Egan Cars, runs a successful car dealership. In 2013, the Society of the Irish Motor Industry named him car dealer of the year; he was runner up for the award in 2012 and 2014. Kevin also was a finalist in the SFA Small Business Awards 2015, and winner of Social Media Award in 2014.