



MID-WEST REGION

#NWED



Oifig Fiontair Áitiúil
Local Enterprise Office



National Women's Enterprise Day

Empowering Business Together

Thursday, 19th October 2023

Registration: 10.00am
Venue: Clayton Hotel, Limerick



NWED Conference Agenda

- 10.00 Registration**
- 10.30 Ciana Campbell MC**
- 10.40 Introduction - Mike Cantwell
Head of Enterprise, LEO Limerick**
- 10.50 Keynote Speaker - Fiona O'Carroll**
- 11.35 Break/ Networking / Coffee & Pictures Taken**
- 12.20 Panel Discussion with Q & A**
- 13.20 Lunch**
- 15.00 Finish**



BIO: Ciana Campbell

Ciana's broadcasting career spanned two decades during which she presented a wide variety of programmes in both RTÉ radio and television and received a Jacob's Award and an A.T. Cross Woman Journalist award.

Ciana now lives in County Clare where she delivers communications training, writing and presentation services for a range of companies, community organisations and individuals.

She has also conducted public interviews with authors, business people and sports figures and contributed to the organisation and promotion of a range of cultural, community and business events. She is a co-founder of the Ennis Book Club Festival and was Programme Director and Chairperson for a number of years. She now sits on the Board of Directors.

Speaker Profiles



KEYNOTE SPEAKER: Fiona O'Carroll

Fiona O'Carroll is a recognised expert in Leadership Growth Mindset and scaling businesses globally. She is a former C level executive with a variety of leadership roles in both Fortune 500 companies and early stage growth companies.

Her roles have included CEO, Chief Digital Officer and Vice President of Marketing in a variety of business sectors. Fiona has successfully scaled global businesses to exit, raised venture capital funding and held executive & non-executive board roles. She is the creator of The Digital Mindset & The Self-Aware Leader - coaching programmes for leaders growing businesses in the AI era.

Fiona is a coach to ambitious female entrepreneurs. She is a lead mentor with Going for Growth, a programme designed to support women who are growing their businesses.



PANELIST | LEO LIMERICK Aoife Lenihan, Cara Motorhomes Ltd

Aoife Lenihan is the Managing Director Cara Motorhomes Ltd [CML]. The company began in 1989 as a small venture focused on converting commercial vans into fully functioning motorhomes, later expanding into motorhome sales and repairs. Aoife, a qualified accountant, joined the company in 2007 and through building her experience and expertise, has helped guide and grow the business through the economic recession and the challenges of Brexit, the covid pandemic and war. Aoife has led the expansion of the business abroad and grown services to include holiday rentals. CML currently employees 24 in Ireland and 8 in the UK and as well as extending their Limerick premises and UK foothold, Aoife is focused on growing the brand.

Aoife advises other entrepreneurs to "Listen To What Your Customers Need" and says that too often businesses are more concerned with the sale than with actually having a customer centric mind-set. Her company prides itself in getting to know customers to help guide them in their journey to find the most suitable vehicle for them. She says "For CML it is not just about securing the sale - this has resulted in repeat business from customers going back 34 years." Aoife is currently completing on the national Going for Growth Programme and has a busy family life with three daughters who are heavily involved in sports and music interests. Aoife sees NWED as an opportunity to acknowledge and celebrate how far women have come in the business world and to showcase Ireland's successful female entrepreneurs.

Speaker Profiles



PANELIST | LEO TIPPERARY Evie & Eliza Ward, Nutshed

Evie and Eliza Ward of Nutshed, are sisters, co-founders and makers of award winning peanut butters, raw energy balls and plant-based treats. Together, the duo have grown their business from a humble market stall in 2014 to a thriving manufacturing business where they distribute around Ireland and beyond.

Based in Nenagh, Co.Tipperary, Nutshed became Ireland's first producer of award winning, single origin craft peanut butters, while introducing flavoured peanut butter to the Irish market by creating an exciting and delicious range. Now available in 600+ shops around Ireland, in independent retailers, Dunnes Stores, Tesco and SuperValu.

Their fanatical range has recently expanded to South Korea, where their peanut butters are gaining a loyal following from Korean customers through their listings in the super high-end Hyundai Department Stores, as well as the hugely popular online store Market Kurly.

"Building a business in a relatively new sector of the industry hasn't been without its challenges and maintaining a high quality and care for detail has been imperative to standing out from the crowd." Eliza

With a sincere dedication to creativity, a strong sisterly bond and a thoughtful approach, the journey continues, promising a future of exciting culinary adventures and innovative product offerings. Evie and Eliza Ward are determined to push the boundaries of their craft, constantly experimenting with new flavors and unique combinations to delight their customers' taste buds. Keep up with Nutshed at www.nutshed.ie



PANELIST | LEO CLARE Claire Bannon, Indigo

Claire Bannon is the Founder and Director of Indigo, a creative design company based in Shannon. With a passion for creative thinking, Claire has earned a reputation for functional design, fresh ideas, quality, innovation and reliability.

The company's core expertise is in four main areas: custom interior fit outs, expert signage, visual management and visual factory solutions. Indigo thrives on working smart, design thinking and building strong customer partnerships with national and international customers in medical device, engineering and lean manufacturing companies. Taking projects from idea through to completion, Indigo works alongside its customers to manage successful projects nationwide, in Europe and the US.

Going from strength to strength, in 2023 Indigo was awarded Best Productivity Award at the Clare Final of the National Enterprise Awards.

In addition to owning Indigo, Claire is creator of another smaller company, Avokado & Co, a fun loving Irish gift company offering fun novel Irishisms hanging in Irish homes here and in the four corners of the globe.