

Fiona Carmody

Business in Mind



Business in Mind was established in 2004 by Fiona Carmody having identified a niche in the market for professional, innovative, tailored training, mentoring and consultancy and support for Irish SMEs to enable them to grow and develop and to expand nationally and internationally.

Fiona is driven to support business owners to succeed, to achieve both commercial and personal success from the development and growth of their businesses. She has a genuine interest in helping clients to achieve their company goals. This is achieved through business assessment, development of business goals and objectives and the identification of the required operational activities to achieve these goals.

Twenty years of working with SMEs across all industry sectors in Ireland provides Fiona with a clear idea of the SME ecosystem in Ireland, the players, the challenges, the opportunities and the contacts. 20 years' experience of working with Start-ups including through the support agencies such as Enterprise Ireland, Local Enterprise Ireland, Partnerships, University Incubation Centres, Irish Patents Office etc provides Fiona with a unique insight into the start-up environment currently eg the business types, the opportunities in this space and the grant/funding opportunities available to business. Fiona's approach is very focused. She has a clear insight into business difficulties and brings a fresh approach to finding pathways and solutions to leave those difficulties behind. Her own commitment to continuous professional development enables her to challenge herself and in doing so to challenge others to be better and to fulfil their business potential. The energy, positivity and enthusiasm she brings to every project is a motivator for change for her clients. To date Business in Mind has supported hundreds businesses throughout Ireland through training, consultancy, mentoring or investment. Fiona is also an external assessor for Microfinance Ireland, conducting business assessments of loan applications.

Skills

- Business Planning, Business Modeling. Business development
- Business growth, expansion, export and Internationalisation
- Strategic Planning and Marketing Strategy
- Funding applications and funding opportunities
- Pitching for business
- Business Start-up and Entrepreneurship

Personal Profile

Fiona is energetic, positive, solution focused and possesses a very strong work ethic. She is quick to see opportunities but measured enough to assess them effectively and efficiently. Personally, she values loyalty, decisiveness and team working. Fiona is goal oriented, both in and out of work. A commitment to lifelong learning and personal development ensures that Fiona has a broad range of skills to bring to any organisation. Fiona's MBA focused on Strategy, Marketing/eMarketing, Finance and Change. She is a qualified Business and Executive Coach. She also holds a Postgraduate Diploma in Business Administration and is a certified trainer. More recently Fiona has qualified as a Six Sigma Green Belt.