

Kate Hickey



Kate Hickey Consultancy

Kate Hickey is an Executive Director and Business Consultant with sales, business development, export and strategic marketing experience across all sectors. Equipped with an MBA Kate is an experienced marketeer with specialist experience of the SME environment.

Areas of Expertise

Through her work with Laura Ashley, PR firm AE Consulting and Canadian Embassy, Kate has developed specialist knowledge of business development, sales and export marketing. As Experienced Marketing Director Kate works with CEO's of early stage companies focusing on Strategy development and putting in place routes to export markets. Kate has developed strategies in close collaboration with over 30 owner managers of Enterprise Ireland client companies since 2016. Sectors in which she has worked include Digital Printing /Furniture and Kitchen door manufacturing /ICT/Cleantech/Skincare Construction/Haute couture/Jewellery/Private label contract manufacturing For over 5 years Kate worked with Dublin Business Innovation Centre (DBIC) as Marketing Advisor when she developed business plans and put in place marketing strategies for over 90 SME's.

Having started her career as Marketing Manager with Laura Ashley, Kate has proven skills in retail marketing, packaging, branding, PR strategies and buyer engagement. Working as independent consultant since 2006 Kate works with ICT Start ups, manufacturers and craft makers through mentoring, trade missions and as a business advisor and consultant. Experience to date (Sample reference projects).

1. Department of Innovation Business and Rural Development (IBRD) Newfoundland between 2014 – current. I have work with Department clients on the following;
 - Onsite presentation of European market opportunities
 - New market assessment
 - Direct sales
2. Kate is a Mentor and Business Growth Advisor with Enterprise Ireland and a Mentor with DCCI and LEO in Kilkenny, Waterford, Dublin City and Laois. Mentored owner managers of over eighty start ups since 2010 with Enterprise Ireland.
3. Kate is Executive Director of the Ireland Canada Business Association and Director of the Valentia Cable Foundation. Kate's role is membership sales, PR and strategic marketing.
4. Within the ICT and ITS sectors Kate conducted feasibility studies, formulated export market strategies and put in place marketing campaigns for the following: Version1 Software, IES Limited, Astutec, NextiraOne, SSI and Business Software Alliance.
5. In 2021 As a consultant under the LEO stimulus funding scheme worked with over 15 LEO clients in the:
 - Identification of clients in export markets.
 - Formulation of corporate strategy.
 - Completion of export marketing plans for the EU, Canadian and UK markets.
 - Provided consultancy expertise in market positioning, sales enablement, channel strategies and go to market planning.