

Laura Curtin



Platinum Solutions

Laura Curtin is the founder of Platinum Solutions, a dynamic and collaborative data privacy and communications consultancy. She has thirty years working in the FMCG, food, tech, services, financial and agricultural sectors as a consultant, mentor and trainer. Her areas of expertise lie in corporate communications, employer branding, digital marketing and data protection and compliance.

Laura has worked for various global organisations developing and implementing the Marketing, Communications, Corporate Affairs and Community Affairs functions. One of the highlights of her career was being the Corporate Affairs Manager for Cadbury's sponsorship of the London 2012 Olympic and Paralympic Games.

For several years, she has worked with SMEs, sole traders, and local community organisations developing their marketing functions, managing communications campaigns, implementing data protection compliance programmes, and mentoring management teams. She understands the challenges they may face with limited knowledge, resources, and finance. Her knowledge, skills and experience enable her to support them in promoting their business, implementing proper tools and structures, and giving sound advice and encouragement to succeed. Most importantly, Laura is passionate about supporting local businesses, helping them to grow, and is very aware of the value a strong mentor can bring to the table.

Laura is a mentor with several Local Enterprise Offices and she also supports IRD Duhallow and Avondhu Blackwater Partnership with their social enterprise mentoring programmes and is a mentor for the Munster Technological University Joint Mentorship programme.

Laura has conducted training workshops with Skillsnet, Employability Limerick and several clients. She lectures part-time in the Cork College of FET - Morrison's Island Campus and is a Sam's Business Bus mentor for primary schools.

Laura prides herself on being a committed partner to the clients she supports. She is an articulate and confident communicator, having shown herself adept at building and maintaining excellent working relationships, and at gaining stakeholder trust. Underpinning everything Laura does is a strong sense of integrity, excellence, creativity and positivity. She is very passionate about fostering entrepreneurship, creating dynamic learning environments, building collaborative relationships, and instilling a responsible culture around data privacy.

Laura is a Director of Mallow Chamber of Commerce. She is a member of the Compliance Institute, the Association of Data Protection Officers, ISME, the Trainers' Learning Skillnet, and the Digital Marketing Institute. Laura holds a Bachelor of Business Studies (Marketing & IT) from the University of Limerick. She obtained the QQI Level 6 Special Purpose Award in Data Protection Skills. In addition, she holds the IITD Professional Practice Certificate in Training & Development and QQI Level 6 Training and Development Special Purpose Award. Laura has a Professional Diploma in Digital Marketing from the Digital Marketing Institute and is an accredited Employer Branding Professional with the Employer Branding Academy.

To gain a greater insight into Laura's profile visit <https://www.linkedin.com/in/lauracurtinplatinum/>.