

# Lorraine Allen

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## Brand Innovation Ireland Limited

Lorraine Allen, a graduate of UCC and Smurfit Graduate School of Business, has 20+ years experience in innovation and marketing. She has developed brands, marketing campaigns and created and brought new products to market for Nestle, Kelloggs, and Glanbia in Ireland, UK, and other European markets. She founded Brand Innovation Ireland in 2018 and works with a variety of companies to help grow their business. Her experience spans different industries, geographic markets and the full product life cycle.

An advocate of design thinking, a process that creates and nurtures new ideas with the target user to successfully launch products and services. Having worked on large consumer brands throughout her career she also specialises in creating brand identities, defining target markets, developing brand positioning, marketing strategy and communication plans for new and established brands.

Lorraine currently sits on the Board of Bord Bia and mentors start-ups across Europe for the European Commission.