

# Paddy Devlin

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## Devlin Associates

I grew up in a family background steeped in the retail and licensed trades and combined this with third level qualifications in Business Studies and Marketing. My full-time career started in the printing industry before working in direct sales positions with Guinness and then PJ Carroll's.

I left Carroll's to become the Sales and Marketing Manager at Provita, a leading manufacturer of Natural Animal Health products; there I managed the UK and Ireland sales team, oversaw the rebranding of the company and its product range, and managed the launch of 10 new products.

I then became the Sales and Marketing Manager at Genesis Bakery, the largest craft bakery in N.Ireland. During my time there I restructured the van sales operation from 14 to 9 vans within 12 months, oversaw a major rebranding project which saw the business name change from McErlain's Bakery to Genesis. I also developed key account management experience with major multiples and symbol retailers such as Sainsbury's, Co-Op, Supervalu and Henderson's Spar.

I became self-employed in 1999 and set up Devlin Associates, since then I have worked with approx 800 SMEs in areas such as Mentoring, Interim Management Positions, Consultancy Assignments, Sales and Marketing Training through to the writing of Business Plans and Grant Applications.

### Areas of Expertise

I see myself as a well-rounded business mentor who has a genuine interest in advising and supporting client companies along their development journey. I am results focused and work closely with business principals to support and advise them in dealing with many of the day-to-day operational issues including:

- Strategic Business Reviews
- Development of Business Growth Action Plans
- Market Research, Assessment and Evaluation
- Business Growth and Sales Support Services
- Sales Planning, Preparation, and Implementation
- Export Development
- Sales Organisation Restructuring
- Marketing and Promotional Planning

### Experience to Date

I believe with almost 40 years industry experience I have encountered and helped address many of the issues faced by owner managers in Ireland's SME sector. I have worked across all industries and sectors but have particular experience in areas such as Food and Drink, Engineering, Construction, Manufacturing, Tradeable Services and Tourism.

Having completed hundreds of mentoring assignments I have gained considerable experience in helping owner managers take stock of where they are, before helping them to set realistic objectives for moving forward and then supporting them in developing strategic action plans to help them achieve their goals.

I maintain several long-standing client relationships and regularly work with key enterprise agencies including, the LEO network, Enterprise Ireland, Invest NI, Local Enterprises across NI and InterTradeIreland. For further insights to the services and experience offered please visit my website [www.devlinassociates.com](http://www.devlinassociates.com).