

## Sarah Martin

*Mama Bud*



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MAMA BUD

Sarah Martin has travelled — and lived — all over the world as part of her work and study. And it was during of these trips that she came up with the idea for Mama Bud.

When in China, where she was as part of her MBA at the Smurfit School of Business, Sarah noticed the problem with contamination of baby food in the country.

Stunned at the level of toxins that could end up in baby food, she started developing an e-commerce platform linking safe Irish sourced baby food directly to the family home in China.

Originally called Creva Club, Sarah has recently changed the name to Mama Bud. The website also provides non-Chinese based information and tips for mothers in that region.

Sarah's aim is to bring the level of trust and reassurance to her customers in China that is taken for granted in Ireland. And she knows her stuff as she comes from a farming family and her background is in food, especially dairy.

Sarah has previously held senior marketing and brand development positions with Unilever, Green Isle and Digicel. Some of her roles included working in Rome for the world's largest ice cream manufacturer and spending three years in the Caribbean.

ACORNS was a helpful process for Sarah who felt it allowed her to put her hand up and ask for help, something she feels female entrepreneurs can forget to do.

Mama Bud, which has received support from Enterprise Ireland, started in her family home of Kilmessan, Co Meath and since moved to the NDRC Digital Exchange in Dublin. It has three full-time employees and four part-time with plans to hire two more shortly.