

## Aileen Barron

*Green Acre Marketing*



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Having grown up on a farm, Aileen Barron has spent her whole life immersed in the world of farming and agribusiness.

And after studying marketing and agribusiness at college, she was perfectly placed to set up her own company providing marketing services to agribusinesses.

Prior to setting up Green Acre Marketing, Aileen had spent more than 12 years working in the sector. It was during this time that she identified a need for a company that had strong marketing skills and a good knowledge of the industry.

She noticed that a large proportion of agribusinesses, which had no marketing department, either relied on an already-stretched sales team or on international marketing companies with limited knowledge of the Irish market.

With her impressive educational background - which includes a degree in Agribusiness and Marketing from GMIT, a Postgraduate Diploma in Sales Management from UCD's Smurfit Business School and a Diploma in Digital Marketing - Aileen was ready to seize this opportunity.

In 2014, she set up Green Acre Marketing in Butlerstown, County Waterford. The company offers a range of services to agribusinesses including event management, literature design and development, digital marketing development, advertising campaigns, PR and marketing mentoring.

Starting off with just one client, over 30 agribusinesses have since employed Green Acre Marketing's services and the company now employs three staff.

Taking part in ACORNS and networking with other young businesses has allowed Aileen to set up a game plan for growth. She plans not only to grow her staff but also the company's expertise in order to increase its offering to clients.

***Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.***