

## Michelle Wallace

*Digiye*ll



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When Michelle Wallace and her husband David set up The Wholefood Revolution in 2016, they attracted two kinds of customers: those hungry for the couple's healthy recipe boxes and those hungry for Michelle's strategy and marketing skills.

For 15 years, Michelle worked in marketing, holding senior management roles with global companies. But she always dreamed of running her own business. Goal oriented from an early age, she was always thinking of the next step.

When her marketing and branding for The Wholefood Revolution piqued the interest of other entrepreneurs looking to grow their own businesses, she was encouraged to take a new direction.

With the support and advice of her fellow ACORNS participants, Michelle pivoted and launched Digiye in May 2017.

Digiye's name came from Michelle's ethos of cutting through the noise in an increasingly digital world to help businesses grow.

Based in Ratoath, Co. Meath, with office space in Innovate Dublin, Michelle helps start-ups, sole traders, and entrepreneurs grow their business, focusing on strategy, marketing, and accountability.

She works as a long-term partner with her clients to identify their vision (both personally and for the business), work through challenges, define their goals, and creates a simple action plan to achieve growth.

Michelle works with freelancers to offer the best service possible to her clients, and provide them with a panel of experts to pull on whenever they need.

She's already built up a strong client base who are seeing results in increased profit and client base. Michelle now hopes to expand her services and grow her business as she's helping others grow theirs.

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