

## Elaine Bradley-Ryan

### *Ideation Marketing*



#### CONTACT DETAILS

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After 20 years of international marketing experience, working with some of the world's largest brands, Elaine Bradley-Ryan has harnessed her expertise and knowledge to set up her own sales and marketing agency.

Elaine worked in the UK and North America for several years before a career opportunity in Europe presented the chance to move back home to Mullingar, Co. Westmeath. After a few more years of weekly travel across European markets, she decided to apply her skills, knowledge and passion closer to home.

In 2016, she founded Ideation Marketing. The agency helps businesses grow their revenue across all their sales channels.

Elaine may have given up the travelling for a better work/life balance, but this hasn't slowed her down! Since setting up Ideation Marketing, Elaine has grown by referral to advise over 50 businesses and is also a sought-after mentor across Local Enterprise Offices in the Midlands.

Elaine lives by the quote "All of us are smarter than any of us" - meaning that collaboration between people will create bigger, better, brighter ideas. She believes passionately in sharing her experience with others, and she credits the ACORNS program for helping her to refine her business model.

While she had the experience and capability to run her own business, collaborating with ACORNS mentors and other motivated business women enabled her to prioritise her own strategic planning and growth initiatives.

With one full-time employee, one part-time employee and currently recruiting for another; Elaine's business is expanding in Mullingar town. She is fully focused on profitable growth, for herself and the businesses she advises.

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



An Roinn Talmhaíochta,  
Bia agus Mara  
Department of Agriculture,  
Food and the Marine