

## Carlene Lyttle

### Sailespin



#### CONTACT DETAILS

T: +353 83 032 9339  
E: carlene@sailespin.com  
LinkedIn: Carlene Lyttle  
www.sailespin.com



From Derry originally, Carlene spent six years living in Switzerland where she worked in Business Development with a technology company.

After her son Aidan was born, the pull home grew too strong and in 2017, Carlene decided to move to her mothers' home – Inishowen, Co Donegal – where she has a large family network.

She continued to work with the tech company remotely from her home office before deciding to take the leap in February 2019 to set up her own business consultancy firm called Sáilespin.

She was inspired to go out on her own after realising small or micro businesses in rural Ireland can lack access to strategic skills.

With 17 years' experience in business development and communication, Carlene is well placed to help businesses become more efficient and profitable.

Sáilespin offers specialist support to businesses looking to or needing to make changes. Carlene specialises in strategic change, growth and planning, digital strategy, R&D funding planning and analysis, bid management, market analysis, feasibility studies and UX Design.

Working from her home office, Carlene is involved in a number of interesting projects including Inishowen Algae, which looks at land based algae as a biomass; Spraoi, which is a social enterprise with a digital fabrication lab; and a project that involves a marine engineering company looking to reduce the carbon emissions of the local fishing fleet.

For Carlene, ACORNS provided the perfect mix of accountability and inspiration, with every roundtable meeting spurring her on to greater success.

Carlene is planning to continue building on the projects she started in 2020 and is particularly excited about the Inishowen Algae project.

*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