

Sharon Farrell

FACE Credit Consultancy



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Sharon Farrell had worked in credit management for over 20 years with SMEs and multinationals, before setting up her own credit management consultancy practice.

During her time working in the credit industry, she saw a gap in the market for specialised consultancy services. Having wanted to go out on her own for some time, in 2019, she took the leap and set up FACE Credit Consultancy.

Sharon had built up a strong track record of success, working with a variety of business types and systems. She felt she could be a benefit to small businesses looking to improve their cashflow and help to reduce their stress and anxiety when it comes to debt collection. This would free up business owners to focus on other aspects of their business.

Based in Naas, Co Kildare, FACE Credit Consultancy specialises in payment collection, aged debt review, and credit team evaluation. Sharon works with businesses all over Ireland and, as well as providing credit consultancy services, she offers a range of training.

The business has gone from strength to strength since launching. This Sharon credits in part to ACORNS. Taking part in the programme helped her to step back and look objectively at her business, where it is going, and to drive plans for the future. In 2021, she employed her first full-time staff member, as well as two part-time team members.

Earlier this year, FACE Credit Consultancy underwent rebranding, which has helped to drive the business forward. Over the next 12 months, Sharon and her team are preparing to roll out new products, such as a credit management system, which they plan to sell to businesses over the next few years.

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
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