

## Aileen Barron

### Green Acre Marketing



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Growing up on a farm in Butlerstown, County Waterford, Aileen Barron has spent her entire life immersed in the world of agriculture.

In 2014, combining that background with her academic qualifications in marketing and agribusiness, Aileen was ideally positioned to establish Green Acre Marketing, a digital agency providing marketing services to agribusinesses across Ireland.

The company offers a range of services including strategic marketing planning, offline communications, event management, literature design and development, along with digital marketing development, social media management, advertising, marketing mentoring and PR.

Having recently deepened the company's communication and social media talent pool, Aileen has demonstrated her ambition to broaden Green Acre Marketing's scope within a competitive and evolving market.

During her dozen or more years in marketing prior to taking the entrepreneurial plunge, Aileen identified the need for a company that had strong marketing skills and a reputable knowledge of agribusiness.

Given her academic record, which included 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 ideally suited to make such a venture work and grow.

In 2018, Green Acre Marketing moved to offices in the Waterford (City) Business Park to facilitate both its growth and service offering.

Five years later, the team Aileen leads is now recognised as the leading marketing agency in Ireland servicing the agribusiness sector.

Said Aileen: "Green Acre Marketing supports a range of top-level enterprises which form the backbone of Irish agribusiness in addition to supporting major global brands. Expanding the team has underlined our commitment to enhancing our level of expertise while also developing and promoting our brand. It's a very exciting time for us."

"Taking part in ACORNS and networking with other young businesses has allowed me to realise a game plan for growth. It has given Green Acre Marketing the confidence to grow and diversify which we're continuing to do."

***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