

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.

With constant investment in talent, 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 agriculture.

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.

Aileen has also been part of GRASS CEILING which is a multi-partner Horizon project focused on supporting rural women-led innovation in Living Labs across 9 member countries and has represented the Irish lab in Brussels speaking on the challenges around female entrepreneurship.

Green Acre Marketing has at this point moved into markets outside of Ireland and supports companies across UK and Europe.

The business Aileen leads is now recognised as the leading marketing agency in Ireland servicing the agribusiness sector.

"Taking part in ACORNS and networking with other young businesses 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."

