

## Leanne McGrath

### *Virtually Leanne*



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After taking redundancy from Danone, where she spent nine years working across marketing and customer experience, Leanne McGrath launched Virtually Leanne in early 2025.

Based in Carlingford, Co. Louth, Leanne works as a Business Support Specialist, providing flexible business support services across marketing, project management, event management, administration, and business operations.

“For my clients, I’m an extension of their team,” she says. “With experience across marketing, events, and project management, the business allows me to use the skills I’ve developed throughout my career to support businesses closer to home.”

Leanne began her career as an Events Coordinator at the Four Seasons Hotel in Carlingford before completing a master’s degree in marketing at UCD Smurfit Business School. She then joined Danone, where she spent nine years working in the marketing team, supporting brands and projects in both the Irish and UK markets.

Becoming a mother in 2021 prompted Leanne to reassess what she wanted from her career, with a greater focus on being closer to home, spending more time with her family, and reducing the amount of travel required for work.

Since launching Virtually Leanne, Leanne has supported businesses with marketing, administration, project management and events, with work taking her to Switzerland, New York and Frankfurt. In 2025, she was Highly Commended in the Emerging Businesswoman category at the Network Ireland Louth Awards.

Leanne says ACORNS connected her with a strong network of women in business and helped her to focus on sustainable growth.

“My aim this year is to continue growing my customer base, strengthening client relationships, and building the business in a sustainable way,” she says.

With a growing client base and renewed focus, Leanne is building Virtually Leanne around flexible, expert support that helps other businesses move forward.

***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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