

## Maria Behan Doyle

### *RetainGrow*



#### CONTACT DETAILS

E: [mbd@retaingrow.com](mailto:mbd@retaingrow.com)  
www.retaingrow.com



Maria Behan Doyle gained her first insight into business growing up in her family's village shop – a community hub where customers were known by name and the importance of caring for and retaining them has shaped her career.

Studying International Marketing and Japanese in Dublin City University and Japan introduced her to concepts around efficiency at scale, quality control, lean thinking and continuous process improvement. From there, Maria applied her learning in large corporate organisations around the world.

It was in these roles that she identified an opportunity. Despite large budgets to invest in customer opinion, these large multinationals tracked internal metrics with no continuous competitor insight. Customer satisfaction was measurable, however executives never knew if they are ahead or behind their competition and how exactly to improve their business.

In 2023, Maria founded RetainGrow to fill this clear gap. RetainGrow helps enterprise clients to understand, retain and grow their customer base. RetainGrow combines social listening and prompted research, to show clients exactly where they are winning, losing and identify areas they need to improve.

Through ACORNS, Maria connected with a network of female entrepreneurs across Ireland. The programme gave her a fresh insight into the business landscape here and introduced her to the women helping to shape it. She places great value in the network and connections founded through the programme as participants continue to share knowledge, contacts and general encouragement and support to fellow participants.

Looking ahead, Maria believes RetainGrow has significant potential, exploring opportunities in the UK and US, where enterprise clients are increasingly focused on customer retention, AI-driven insight and quality measurement. She hopes to continue to help businesses better understand their customers, act on what they are telling them, and grow by keeping the customers they have worked so hard to win.

***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