

Katie Diffley

Katie Diffley Consulting

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Katie Diffley, originally from Dublin and living in Carrick-on-Shannon, Co Leitrim, since 2000, founded Rebel Rising in March 2022 as a coaching and mentoring business for female founders, before evolving it into a full-service growth marketing agency in September 2023.

Katie spent almost nine years at Dell, where she led a team of 16 senior eCommerce project managers on the EMEA online team, leaving in September 2021 to join Enterprise Ireland's New Frontiers programme.

She says she didn't know what to expect when pivoting the business into an agency, but was boosted by getting her first retainer client within three weeks. The agency grew to six figures in just nine months, with a team of eight specialists across brand, marketing and funnel execution helping clients turn attention into consistent sales.

Then, in 2025, Katie chose to close it. She had built a successful business that could not run without her, and she started Katie Diffley Consulting to help other founders escape the same trap. She now works with SMEs across Ireland, the UK and North America, from coaches and consultants to hospitality and ecommerce businesses, using sales psychology and growth strategy to build businesses that do not depend on their founder.

That thinking has shaped her signature programme, Leverage, opening to its first cohort in late 2026. The four-month programme helps established female founders, the ones who cannot step back without things falling apart, build one offer and one evergreen funnel: a system that brings the right audience in and turns it into consistent sales.

Katie says the most beneficial aspect of ACORNS was the community of women supporting each other in an environment built on collaboration rather than competition, and is building that same community inside Leverage.

This time, Katie is building the business she teaches: one that runs on her strategy, not her constant presence. It is for hugely ambitious women whose lives hold more than a business, founders who are mothers and carers, whose revenue keeps working when life calls them elsewhere.

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