

## ***Synergy EPP Delivery Team***

### **Denise Doran: *Marketing Branding***



Prior to establishing Marketing on Demand Ltd in 2001, Denise Doran worked for fourteen years in international marketing gained with Hitachi, Nortel and Dell in Dublin, London and Paris. In her last multinational role, Denise was Marketing Communications Manager for Dell (UK and Ireland), with an annual budget of €40 million. During this time, Denise and her team doubled the amount of inbound phone calls into Dell's business and consumer call centre through a wide variety of marketing initiatives.

Academic qualifications include Bachelor of Business Studies and MBA degrees from Dublin City University, as well as a post-graduate diploma from the Henley School of Management in the UK and a Certificate in Training and Education from NUI, Maynooth.

Denise has lectured in marketing and is a mentor with Enterprise Ireland and County Enterprise Boards, is a FAS and Enterprise Ireland registered trainer and a facilitator with Plato.