

Synergy EPP Delivery Team

Anne Bateman: *Intellectual property law, litigation, IT law, regulatory law*



Anne joined Phillip Lee solicitors in 2008, having worked for over 7 years for A&L Goodbody Solicitors and, prior to this, for 2 years for FR Kelly & Co., the leading Irish firm of patent and trade mark attorneys.

Anne is a specialist in large-scale regulatory litigation, having acted for a number of private businesses in judicial review proceedings against various public bodies, including most recently in the High Court and Supreme Court for health insurer BUPA Ireland in its successful challenge to the Irish risk equalisation legislation, and for Ryanair in disputes with the Dublin Airport Authority and with the Commission for Aviation Regulation. She now advises a number of public bodies on regulatory matters, including the Dublin local authorities and the Health Services Executive, and acts in defence of public law litigation.

She has also acted for clients on non-contentious regulatory and corporate issues, including in the context of submissions to Government Departments, consultations on legislation and in relation to clients' regulatory dealings with the likes of the Irish Medicines Board, the Food Safety Authority of Ireland, the Data Protection Commissioner and the Advertising Standards Authority of Ireland.

Anne is also a recognised Irish expert in intellectual property law, information technology law, and in pharmaceutical, regulatory and food law, both as a litigator and an advisor on corporate deals, contractual issues and for general advisory work. She has acted for/advised a large number of international businesses whose key assets are intellectual property and technology, as well as for a large number of multinational pharmaceutical companies.

Anne graduated from University College Dublin in 1995 with an Honours Degree in Law and from King's College London with a specialist Masters in Intellectual Property and Information Technology Law in 1996. Anne was called to the Irish Bar in July 1999, and is currently re-qualifying as a solicitor. Anne is a registered Irish Trade Mark Agent and Community Trade Mark Agent, and is a recent former member of the Ethics Committee of the Rotunda Hospital, Dublin. Anne lectured in Information Technology Law to the Department of Computer Science of Trinity College Dublin from 2002 – 2007, and was a tutor and lecturer of Commercial Law and Intellectual Property Law in University College Dublin between 1996 – 2001

David Brophy: *Intellectual Property European Patent, Community Design, Community Trade Mark Attorney, Chartered Physicist, UK, US and EC Copyright Law*



David divides his practice between patents and designs. He heads up the design practice of FRKelly, and in his patent work he specialises in telecommunications and software-related inventions, medical devices and physics-related inventions. He joined the profession in 1993 and moved to FRKelly in 1998, joining the Partnership in 2002.

With extensive experience of European and PCT patent law and practice, David served for several years on the EPO's Examination Committee for the qualifying exam in European patent law which is taken by all prospective European Patent Attorneys. He has written and spoken widely on topics in patent and design law.

David is Secretary of the Online Communications Committee of EPI, a member of the Executive Committee of FICPI, and a former Honorary Secretary and current member of the Executive Committee of the Association of Patent and Trade Mark Attorneys.

After having been awarded a Diploma with Merit from Kings College London in UK, EC and US Copyright Law, he is currently writing a Masters Thesis on the interface between copyright and design rights.

Ian Cleary: *eMarketing*



Ian Cleary is the founder of RazorCoast and provides training, consultancy and product development in social media and social networking. Ian has over 20 years experience working in senior management positions within the IT industry and has strong business and technology skills.

He is an experienced business professional with a deep understanding of how companies can leverage social technology to market and grow their business online.

Specialising in social media and internet marketing and as well as Consulting, Training and Project Management he is currently developing a social marketing application based on experience working with customers.

Ian is very passionate about networking and his goal when meeting people is to see how he can genuinely help you. If he can introduce you to anyone that will be of value he will also try to do this.

Specialties

Facebook Applications
Internet Marketing Strategy
Social Media Strategy
Online Advertising
Facebook Application Development

Public Speaking
Blogging
Technology Expertise
Management

Mary Cryan: Sales & Marketing



Mary Cryan has been an independent advisor and consultant to the Software and Technology sectors for over 25 years, she has worked with over 100 CEO's of early stage companies: focusing on strategy development and execution, sales planning, marketing, fundraising and exit planning.

Mary has advised leading organisations including, Information Mosaic, Statistical Solutions, Nowcasting Technologies, Enterprise Ireland, IBEC, AIB ,Eurologic, Realtime Technologies and Baltimore Technologies. Mary also has conducted due diligence on behalf of potential investors, both public and private. She has been an NED of several technology companies and is currently non executive Chairman of Statistical Solutions and a NED of Brussels Matters.

As a result of her experience and knowledge of the indigenous technology sector, Mary was appointed Chair of the Irish Software Association and a member of the IBEC National Executive Council from 1999 to 2000. In 1996, Minister Michael Martin appointed Mary to chair the Advisory Science Council for a four year period which concluded this year.

She is the author of "The New Pioneers, Building a Winning Company in the US High-Tech Market". She has developed several regional ICT strategies, including the development of "IT's the Future, a strategy for the Software Industry in Northern Ireland".

Mary's primary activity has been as a consultant and a coach/mentor to early stage technology companies, both independently and as a member of the EI mentor network. The focus is on: Market Assessment, Fund Raising, Strategy and trouble-shooting and Exit Planning.

Gerry Delaney: *Finance & Funding*



Gerry started Delaney Financial Consultancy in 2000 to provide financial and operational advice and support to entrepreneurs through incubation programmes and to established businesses.

Gerry trained with a leading international firm of chartered accountants before joining Ernst & Young and was subsequently Smurfit Finance & Leasing's Finance Director for 10 years. In 1991, he co-founded and became Director and Company Secretary of the Smurfit Job Creation and Enterprise Fund, a joint venture with Enterprise Ireland.

Gerry is a Fellow of the Institute of Chartered Accountants in Ireland and a graduate in Economics & Accounting from Queens University Belfast. He has lectured in Finance and Management Accounting and was a member of the Smurfit Financial Council for two years. He is an active committee member in The Institute of Chartered Accountants in Ireland and Dublin Chamber of Commerce. Gerry has sat on both sides of the Venture Capital table and looks at businesses from an investor's perspective. He helps entrepreneurs to develop robust business plans for operations, to make their plans investment ready and to prepare them for talking to prospective investors.

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.

Dr Jos Evertsen: *Programme Manager*



Jos Evertsen is the Programme Manager for the Synergy Enterprise Platform Programme.

He guides and supports new business start-ups with the assistance of the other members of the delivery team. His senior management experience covers, managing and funding collaborative research & development and innovation, both in Ireland and Europe. He is a founder member of two European sectoral networks for training, education and technology transfer. His involvement in managing a vision and development strategy for several enterprise sectors has given him an insight in the strategic positioning of enterprise development. Most recently, he has worked in the development of national innovation policy both for manufacturing and services enterprises.

Andreas McConnell: *Corporate and commercial, banking and finance, energy, technology, entertainment*



Andy joined Philip Lee from a well known Dublin firm where he was head of corporate and commercial as well as managing partner designate. His addition to the firm complements the services offered by the corporate, commercial and financial departments, and further develops the range of transactional services offered by the firm.

In corporate and commercial matters, Andy has acted as lead partner on a very broad spectrum of transactions including venture capital investments, project finance deals, tax based investment schemes, joint ventures, mergers, acquisitions, management buy outs and restructurings. His expertise spans many sectors including life sciences, pharmaceuticals, healthcare, logistics, energy, media, and entertainment, franchising and investment services.

In financial matters, he regularly advises on capital market transactions and has extensive experience in the negotiation of senior credit agreements, intercreditor agreements, syndication agreements, notes purchase agreements, the drafting and perfection of Irish security documentation and the provision of legal opinions in financing transactions.

Brian O'Kane: *Strategy Development*



Brian O'Kane is founder and managing director of Oak Tree Press, Ireland's leading business book publisher. Brian has written (or co-written) over a dozen books, including key Irish business planning texts, and he has edited two of the world's largest circulation accounting magazines.

He writes and speaks regularly on small business planning and strategy. He is active on Twitter (@brianokane) and LinkedIn. Brian specialises in the identification and development of the most appropriate strategies for businesses at start-up and later to ensure continued and sustained growth, and is expert in current best practice in strategy, planning and operations. Brian lectures widely on business planning and strategy. Trained as a chartered accountant with Price Waterhouse Coopers, Brian has edited *Accountancy* and *Certified Accountant*, the professional member magazines of two of the world's largest accountancy bodies. He holds a B.Comm. degree from UCD and is currently finishing a Masters in Entrepreneurship by research at Waterford IT. Brian was co-opted as a member of the Small Firms Association's National Executive Council in February 2007 and was elected to the Council of Chartered Accountants Ireland in April 2007. Brian is a Fellow of the Institute of Chartered Accountants in Ireland and a member of the Marketing Institute of Ireland and the Institute of Management Consultants & Advisers. He is also a member of the British Association of Communicators in Business and MENSA.

Gerry O'Reilly: *Finance & Funding*



Gerard O'Reilly is a Partner of Newmarket Partnership. Gerard has been advising companies for over 20 years on helping their business grow, having worked with major plc's and privately owned businesses.

Gerard sees that the key to success is a quality information system which focuses in on the core success factors. He has extensive experience in developing information processes, raising finance and developing asset portfolios.

Michael O'Scathail: *Taxation*



Michael O'Scathail holds an Honours B.Comm. degree from NUI, Galway and is a Chartered Accountant and an Associate of the Irish Taxation Institute. He joined Newmarket Partnership in February 2004, having previously worked for KPMG's taxation practice for a number of years and has extensive experience in Corporate, Personal and Capital Taxation as well as VAT and Stamp Duty.

Michael has advised companies in the financial services, agribusiness, manufacturing and airline sectors as well as some of Ireland's best-known High Net Worth individuals. He also has experience of property transactions, company reorganisations and pensions planning. He regularly attends tax conferences and seminars staying up to date on all current tax issues.

Toby Scott: *Innovation*



Toby was founding director of the Centre for Design Innovation (www.designinnovation.ie), the first body to support the use of design within companies in Ireland. Previously he was a Director of the Design Council in the UK (www.designcouncil.org.uk) where he played a key role in placing design on the agenda of Government and business as a means of generating competitive advantage. Most recently, Toby has been advising the city of Bologna on how best to support innovation amongst SMEs and is helping to establish a Centre for Design Innovation in Scotland. Toby is now taking the learning from these roles and applying them through an international business school that places design-thinking at the heart of business success (www.pentaclethevbs.com). He is passionate about innovation within small and medium sized companies and helps develop concrete ideas that are affordable and work in practice. In an earlier life he has been a theatre director, truck driver and wine taster.