

## **Synergy EPP Delivery Team**

### **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 2004, Minister Michael Martin appointed Mary to chair the Advisory Science Council for a four year period. 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.