

# Aisling Foley

Experienced technology Marketing Manager and Consultant -  
Dublin, Ireland

W: <http://www.worky.com/aislingfoley>

I have 26 years international marketing experience. I have been responsible for devising and implementing marketing strategies within both small and large companies. My speciality lies in marketing communications in the technology and software industry. I have devised programmes that have increased unique visitors to websites by 400%, press coverage by 250% and subscribers to corporate email newsletters by 50%

## Aisling Foley's Professional Experience

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### 2007 - Present **Aisling Foley Marketing - Director and Founder**

Aisling Foley Marketing is a freelance marketing consultancy that provides IT companies with the extra resource required to extend current business to business (B2B) marketing activities.

I provide that extra resource required by software companies on a short term basis to help them implement marketing projects. Examples include relaunching websites, creating customer newsletters, case studies and email campaigns as well as producing or updating sales and marketing brochures.

Current and past clients include Macalla (acquired by Roamware Sep 09), Zarion and Airtel ATN.

Key Skills B2B, Marketing

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### 2004 - 2006 **CR2 - Head of Marketing**

Management of Marketing department; staff and budget  
Development and management of Internet site redesign  
Development and implementation of the PR plan  
Development and management of online promotional activities  
Responsible for redesign and publication of monthly internal newsletter  
Redesign of corporate collateral  
Development and implementation of Intranet site  
Management of events and seminars including User Conference  
Management of CRM database

Key Skills CRM, internet, Marketing, Marketing executive, promotional

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### 2001 - 2003 **Sabre Holdings - Marketing Manager, Online Travel Solutions**

- Responsible for the global demand generation process of Sabre Travel Networks Point of Sale solutions.
- Includes: Internet booking engine (IBE), Web portal and Web Services.
- Manage the global PR, events, advertising and direct marketing strategies in the largest eCommerce industry.
- IBE customer growth in Europe from 1 customer in mid 2001 to 90 by end of 2003.
- Marketing budget ownership and staff management

Key Skills Direct marketing, ecommerce, internet, Marketing

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### 2000 - 2001 **AspenTech - Marketing Programmes Manager, Europe**

- Responsible for all key aspects of the marketing communications mix.
  - Management of a European press advertising campaign with a budget in excess of \$1m
  - Event Manager of the company's first eBusiness Forum for the process industry which was a major milestone for the company.
  - Marketing communications budget management
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Key Skills Budget management, Marketing

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1995 - 2000 **i2 Technologies Inc - Marketing Manager**

European Marketing Communications Manager:

- Managed all aspects of marketing communications throughout Europe
- o Event management, PR, direct marketing, advertising

European PR Manager (99 00):

- Responsible for the PR budget and management of all European PR agencies
- Editor of external newsletter

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Key Skills Communications Manager, Direct marketing, Event Management, Marketing, PR Manager

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**Aisling Foley's Education and Qualifications**

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1992 **Diploma - Diploma in Marketing**

**Chartered Institute of Marketing**

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**Aisling Foley's Additional Information**

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**Links**

**Aisling Foley Marketing - <http://www.aislingfoley.com>**

**Aisling Foley Marketing blog - <http://aislingfoley.com/blog/>**

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**Languages**

**French** - Working knowlege

**Dutch** - Working knowlege

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**Awards**

Chartered Institute of Marketing Diploma in Marketing

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