



CATHY WINSTON

STRATEGY | LEADERSHIP | INNOVATION



QUALIFICATIONS AND PROFESSIONAL STATUS

BA	(Economics) Hons.	UCD
Market Research.	The Research Society	UK 1995
Strategic Marketing Management.	Philip Kotler. UK.	1999, 2003
Diploma in Business Coaching.	Coach Institute Ireland.	2004
Innovation for Growth.	Creative Education Foundation. Atlanta.	2007
Leadership Academy.	Anthony Robbins. San Diego.	2012
Kingston College.	Professional Diploma in Personal, Leadership & Executive Coaching.	2021
Proctor Gallagher Institute.	Thinking into Results Certified Consultant.	2022

RELEVANT EXPERIENCE

Cathy started her Career in the Market Research industry in Taylor Nelson Sofres and IMS/Millward Brown moved to Dimension Marketing and Communication consultancy and then to setting up her own business in market research and consulting.

For the past 30 years Cathy has been CEO of her own business. She specialises in business, sales and marketing strategy and innovation. Cathy has extensive experience working with leadership teams in a broad range of companies - large corporate clients, multinationals and SMEs on their sales, marketing and growth strategies. Examples of recent companies she has worked with are: Timeless Sash Windows, Kore Construction, Farrell Furniture, Castlebrook Furniture & Design, H&MV Engineering, Lynch Interact, FESP PM Group IT and Coffey Engineering. She has also worked with companies in the following sectors: IT and Software (Ergo, Realex Payments), Dairy & Foods (Bewleys, Green Isle Foods, Kepak, Coca Cola, Moy Park,

Panelto Foods), Finance & Banking (PTSB, AIB Capital Markets) and the Car Industry (Nissan).

In addition to working with high potential start-ups in the Tech industry, Cathy has also worked with medium sized companies seeking to scale through export and on design-led innovation projects for large corporations.

In the earlier part of her career, Cathy has worked with NPD projects with Green Isle Foods, Lacemont and Panelto Foods, including launching into key Irish and UK multiples. She also worked with the Kepak team on the Big Al's product diversification into chicken products and ready meals, with BIM exploring opportunities for added value fish in the UK market and with AIB Capital Markets on service innovation for the Corporate and Commercial Treasury division.



CATHY WINSTON

STRATEGY | LEADERSHIP | INNOVATION

Business Experience

- Sales and marketing consultant/practitioner working with blue chip companies, companies looking to scale and start-ups to identify growth strategies, with a strong track record of commercial achievement. Currently a mentor on the international marketing panel in EI.
- Innovation specialist developing processes for new revenue streams in companies. Seeking ways to introduce customer experience processes, co-designing and sustainability as a key macro change into companies through innovation processes.
- Lecturer in Marketing and Innovation: Irish Management Institute: Diploma in Marketing and Digital Strategy, Diploma in Management, Diploma in Strategy and Innovation and Mini MBA). Trinity College Dublin. MBA.
- Broad industry experience across FMCG, Construction, Finance, Telecoms, Government, Tech, Retail, Professional Services and Hospitality.
- Strong strategic thinking skills, asking the questions and contributing to the discussion on the future success of the company.
- Market Research and data analyst to maximize data available for decision-making.
- Team and collaboration focus, appreciating the value of diverse perspectives, inspirational and motivational in approach.
- Implementation Coach on iGap and subsequently Sprint, an Enterprise Ireland programme for HPSU's in the tech industry. (2010-15)
- Business Advisor Coach on Management for Growth, on the IMI coaching team, with Enterprise Ireland. Focusing SME's looking to scale through export. (2011-16)
- Programme Director/Business Advisor Coach on Innovation for Growth (IMI/Enterprise Ireland), a best in class Innovation programme with Enterprise Ireland to up skill Ireland's top companies in Innovation theory, tools and techniques.
- Mentor Coach on the Strategic Marketing Review panel with Enterprise Ireland, collaborating with companies on their marketing and sales strategy as they enter new markets.
- Works as a coach on several leadership programmes when companies are looking to scale by up-skilling their teams, increasing their commercial understanding and preparing for succession
- Proctor Gallagher Institute certified consultant and coach working with people who want to reach their true potential and grow and evolve through Cathy's 'New Chapters New Choices' personal coaching programme. Passionate about sharing the insights and tools that will help them understand the process that will build the bridge to where they want to be and where knowing their strengths and talent they deserve to be.
- Business advisor and coach on Cathy Winston & Company Business Builders Coaching Programme for business owners, top teams and sales and marketing, who want to gain the skills, knowledge and tools required to build a successful and sustainable business. Structure and processes provide the breakthrough that allows for confident growth.

Coaching Experience

- Business coaching breakthrough sessions with business owners through Cathy Winston and Company.

Innovation Experience

Having trained specifically in Innovation processes, tools and techniques, Cathy moved to work in the marketing and innovation space in 2011. She has worked on myriad of projects with large corporates to kick start their innovation processes. She has designed short sharp programmes for Thermoflex Technical Maintenance, Google, Wolseley UK, DAA, RTE digital, Central Bank to unlock innovative ideas, move through to prioritizing the high impact opportunities and then to creating project teams to drive these forward.

Cathy lectured on Marketing in the IMI, and on the Trinity MBA and in Innovation in DCU/Ryan Academy.