

## 1. Company

Whitehorsepoint is a privately held Irish company providing International Marketing, Business, Technical and Internet professional services to a wide range of Irish and international clients. Whitehorsepoint is based in Caherciveen, Co. Kerry. Whitehorsepoint and its founders have a proven track record in the software and telecommunications industries and an impressive list of clients. Services include:

- international marketing
- new product development
- product marketing
- product management
- IT professional services
- IT technical services

## 2. Management

*Irene McGoey - Principal, Director Marketing Services.* Irene held senior management level positions with government, SME and multi-national organisations, including Adobe Inc, Enterprise Ireland, Euristix Ltd, Fore Systems and Marconi plc. Her most recent position is Director of Product Marketing and Management with Marconi plc. Other positions held include Head of Marketing, Euristix based in San Jose, California, Head of OSS Marketing, Fore Systems and Channel Marketing Manager, Adobe Inc. (based in Versailles, Paris).

Irene lecture's in ebusiness and new product development at Dublin City University and University College Cork and following her award of the Heinz Doctoral Fellowship at University College Cork she is currently undertaking doctoral research in the areas of New Product Development and Hi-Tech Marketing Innovation. Irene has published a book with Oak Tree Press, 'Marketing on the Internet, Winning Global Competitive Advantage', ebusiness technology based training titles with NetG and conference papers based on her work and research. Awards include the Irish Software Association marketing award (1998) and TeleManagement Forum contribution to industry award (1999).

Irene obtained an MBS degree in Strategic International Marketing from Dublin City University Business School and a BA degree in International Business Communications, from Magee College, University of Ulster

*Ciaran Quinlan - Principal, Director Information Technology & Business Services.* From 1990 to 2000 Ciaran held senior management level positions with multi-national organisations, including Netg, Gartner Group, Adobe Systems Inc, and Cable and Wireless PLC. His focus during this time was on Professional Services, Business Development,

and Customer Support. In 2000 Ciaran founded Whitehorsepoint and since then has completed numerous successful engagements for US based companies entering the European marketplace and for Irish based startups. In addition to securing major business contracts for his clients, Ciaran has authored and implemented technical strategy plans, business plans and funding strategies for his clients.

Ciaran holds a primary Degree in Computer Science and a Masters in Business Administration.

### **3. Contact information**

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