



## **MARTIN CUPPAGE**

Martin is a highly motivated team-orientated strong professional with worldwide experience and a communicative leadership style, who thrives on excellence. He has come from a background of marketing and business development mainly in the FMCG / drinks business both in Ireland and overseas. He has a wealth of experience in marketing leading edge brands and he played a key role in launching Baileys in over 25 markets around the world. He was one of a small team that created and drove the global strategy for this brand. More recently he has helped many emerging SME's modernise and upgrade their businesses, through his strategic marketing and coaching skills. He relishes the challenge of growth and transformation both at a personal and company level.

### **Clients**

Martin works with his clients in a 'hands-on' way particularly in the area of marketing and branding or importantly in helping focus on the key income streams of a business. Martin enjoys working in a team environment for clients quite often in conjunction with his colleagues from FBA.

In recent years his clients have been largely in the distribution sector (making use of his marketing and sales skills), engineering, services, and food / drinks. Martin, based in Dublin, works both South and North of the border in Ireland (he is on Invest Northern Ireland's list of Business Development Providers) as well as in the UK.

### **Helping Businesses Grow**

Martin's core skills in marketing & business development make him ideal to help clients grow their businesses. He does this by identifying and building on the core attributes of their brands and products; finding and growing the ideal target market for those products and putting in place the most suitable communication and direct marketing package. Moreover Martin's business coaching skills also help to grow and develop the 'people' side of a client's business – an ideal compliment to improving the marketing and sales process by maximising the effectiveness of the team operating it!

### **Experience**

Martin graduated from TCD to go straight into sales and then marketing within the drinks business. His experience with Baileys led him to many parts of the world where he not only found himself helping smaller distribution business grow, he also contributed to developing a major world brand from very humble and 'start up' conditions.

Following his return to Ireland in the late '90s, Martin became entrepreneurially involved with a start up company developing innovative spirit brands. He went on to found and lead a small distribution company associated with this business before founding FBA with a number of consultancy colleagues 4 years ago.

Besides being a full partner in FBA, Martin is a non-executive board member for one of his clients in the UK.