



DR. NIAMH OWENS

E: nowens08@gmail.com M: 0861708003

www.niamhowens.com

Teaching Council Number: 144400

SKILLS PROFILE

- I am fully registered with the Teaching Council
- I volunteered on the WIT Mentoring Programme for 2 years as a mentor for 4th year business students.
- I hold a full clean driving licence
- Established networking capabilities with a sound understanding of social media and traditional marketing building meaningful and measurable working relationships
- Enhanced Project Management skills with experience in co-ordinating funding deliverables with key stakeholders
- Dedicated project manager with experience in managing and running multiple projects across many areas

ACADEMIC ACHIEVEMENTS

- MBS Research Student of the Year 2007 WIT
- Advanced Scholar Award 2007 WIT
- Awarded a three year PhD scholarship from TSSG in WIT
- Project Manager Cert/Diploma from WIT 2017

EDUCATION AND QUALIFICATIONS

1. 2007- 2012 Doctor of Philosophy (PhD)

College: Waterford Institute of Technology

Thesis Title: "Effect & influence of gatekeepers on technology transfer process in Institutes of Technology"

2. 2005-2007 Masters by Research (Business) (Honours) Marketing

College: Waterford Institute of Technology

Thesis Title: "An Examination of the factors hindering Irish SMEs from going Global"

3. 2001-2005 Bachelor of Business Studies Degree (1st Class Honours)

College: Waterford Institute of Technology

Grade: 1.1

Course Modules: International Marketing, Strategic Management, Services and Business to Business Marketing, M.I.S. and E-commerce

INDUSTRY EXPERIENCE

April 2012- August 2018 Projects Manager Nutrasight Consultancy Ltd

Key Duties and Responsibilities:

- Event Manager for Macular Carotenoids Conference 2013 and 2015 and BON Conference 2018 (including and not limited to: website maintenance (content and programming), advertising, eventbrite ticketing software maintenance and filing, speaker organisation, lecture presentation, academic programme co-ordinator and MC.
- Creation and programming of wordpress websites, profjohnnolan.com, bonconference.org and meso-zeaxanthin Wikipedia page.
- Maintenance of all other Nutrasight managed websites (profjohnnolan.com, meso-zeaxanthin.org, bonconference.org) including reporting on website analytics.
- Liaising with office administrator on daily running of the company.
- Project management duties for key scientific trials (CARDS, CARES, FLIES, MPEye, COAST).
- Liaising with Nutrasight partners (Alliance Pharma, IOSA, Howard Foundation and MacuHealth).
- Working with our partners to provide educational events and online exams for sales teams which includes new product marketing material.

October 2012- March 2013 Business Development Manager Emagine Media

Key Duties and Responsibilities:

- Sales & New business development
- Working with sales director to establish an aggressive sales strategy
- Identification of new leads and introduction of Emagine Media offerings to these leads
- Working in conjunction with Peter to advance these leads to meet sales goals
- Online marketing duties, e.g. email newsletters, social media etc
- Project management; assisting with management of existing projects
- Liaison with third parties as required (e.g. clients, web hosting companies, payment providers)

March 2012- October 2012 Sales and Marketing Manager Helpmypc.ie

Key Duties and Responsibilities:

- Marketing and sales of helpmypc.ie services
- Responsible for maintaining company social media entities
- Liaising and networking with potential clients
- PR management of the company

November 2011-February 2012 Operations Manager Sightrisk Ltd

Key Duties and Responsibilities:

- Use of Adobe Illustrator to produce flyers for various business products and training events
- Responsible for maintaining the company website, using it as a sales tool and updating it as required.
- Part responsible for developing the company's new sales strategy document through the use of an Enterprise Ireland Innovation Voucher.
- Customer engagement and interface.

February 2011- November 2011 Marketing Assistant Nutrasight Consultancy Ltd

Key Duties and Responsibilities:

- Responsible for the co-ordination of GP training sessions, consultancy sessions, organising conferences & facilitating the owner with European funding proposals
- Co-managing the production of a new website for Nutrasight reviewing all material with designers and liaising with the owner for final review and sign off
- Engaged in marketing tasks to include PR and communications, writing of press releases, engaging with PR companies to coordinate their release to the media

September 2007- September 2008 President of Graduate Business Society WIT

Key Duties and Responsibilities:

- Co-ordinated and managed a team of 10 ensuring smooth daily running of a busy office supporting the general student business population
- Organised events for post graduate students, careers advice events with the careers office & social events amongst other ad hoc duties

September 2007-September 2008 Research Assistant Enterprise Platform Programme for Enterprise Centre Managers

Key Duties and Responsibilities:

- Responsible for creating and nurturing alliances with counterparts in other academic institutions nationally and forming collaborations with local and regional industry
- Co-ordinated lecture material for participants, emailed lecturers to remind them of their lecture date, organising rooms for lectures & co-ordinating with the School of Business for the course content.