



Biog – Peter Clancy BE, MBA



Originally from Co. Longford, I have studied, lived and worked in Dublin for much of the last 24 years. With a primary degree in Mechanical Engineering from UCD I spent the first 10 years of my career split between the building materials sector (CRH Group) and the Pharmaceuticals Sector (Schering Plough) in a variety of engineering and management roles, and living for periods in Drogheda, Alabama USA, Sydney and Perth Australia. I graduated from Smurfit Business School in 2002 with a first class honours Masters of Business Administration, having completed it part time over two years.

I then moved into the supply side of the industry as I felt it provided me with greater opportunity to apply my business training in a practical way. For the last 9 years I have worked for a number of SME's ranging in size for € 1.5 M turnover to € 30 M turnover, in General Management, Commercial and Business Development and Sales and Marketing roles, culminating in my most recent role as European Business Development Manager for Zenith Technologies, an indigenous SME in the Automation sector with 320 people in 11 offices worldwide.

I have a deep understanding of the difficulties that many SME's face in their day to day business, but have also seen through experience the benefit of having a properly functioning Sales Plan and giving Sales the focus it merits. This prompted me to become a business owner in my own right with BDC, as their Intelligent Selling Methodology espoused everything I have come to believe in and seen working successfully in the SME sector.

I am a professional, focused and thorough individual, with the pragmatism to bring the benefit of my experience to bear in a meaningful way for client companies.

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