


# Tom Whelan



## Entrepreneurial Marketer

@ twhelan@kal.ie  www.linkedin.com/in/tomwhelandublin  Dublin, Ireland.  
✉ tom@twms.ie ☎ 086 170 1488

## Experience

### Group Marketing Manager

**KAL Group**       **NORDMENDE** **SHARP**

 September 2011 - Ongoing  Dublin, Ireland.



KAL are brand owners and distributors of appliances in Ireland & the UK and I lead a team of eight executives in marketing and showroom roles.

#### Achievements

Successfully managed the re-brand of NordMende appliances  
Increased sales and market share for NordMende every year since 2011  
Led the project for the launch of the NordMende appliance brand into the UK  
Launched German appliance brand Bauknecht onto the Irish market  
Re-launched De Dietrich appliances into the UK and Irish markets  
Managed the re-design of the 30,000 sq ft Citywest showroom  
Activated a social media campaign that achieved more than 1 million views  
Released ten new online websites promoting company brands  
Produced over two hundred pieces of brand literature  
Secured TV sponsorships for Masterchef and Great Irish Bake Off  
Acquired multiple celebrity brand ambassadors  
Launched KALPRO digital display into the B2B channel

### Marketing Consultant



**TWMS** 

 January 2010 - August 2011  Dublin, Ireland.

Built my own consultancy in a short period of time  
Advised 12 clients on marketing strategy  
Developed digital marketing strategies including eCommerce  
Prepared weekly press campaigns for clients

### Sales & Marketing Manager

**PORSCHE** 



 January 2009 - December 2009  Dublin, Ireland.

Developed and executed the marketing plan in line with Porsche guidelines  
Launched the Porsche 911 997 and Panamera models in Ireland  
Reduced used stock to nil

### Group Marketing Manager

**Belgard Motor Group**





 July 2006 - December 2008  Dublin, Ireland.

Developed marketing plans for Audi, Mazda, Mercedes-Benz, Porsche and Volkswagen.

### Account Director

**Direct Marketing Associates**  


 April 2005 - June 2006  Dublin, Ireland.

Worked on strategic marketing campaigns for Hyundai, Brother & Oppenheim.

### Marketing Manager

**Sharptext/Exertis**



 September 2001 - March 2005  Dublin, Ireland.

Communicated trade marketing activity for International brands to the ICT channel.

I have also worked in sales roles with Pepsi-Cola, 7-Eleven, CPG/Media Team, Joy Clothing and learned many business lessons growing up in an entrepreneurial family. I have travelled extensively, lived in Australia for five years and now reside in Dublin with my wife and son.



## Strengths

#### Very good at:

Marketing / PR  
Sales Strategy  
Management  
Brand Management  
Change Process  
Market Intelligence  
Budget Control

#### Traits:

Persuasive  
Leader/Achiever  
Motivator/ Doer  
Hard-Working  
Strategic Thinker  
Diligent/Decisive  
Optimistic

## Skills

Copy Writing  
Negotiating  
Adobe Suite



HTML/CSS  
Digital/UI/UX  
Adwords/SEO  
MS Office

In-house production


## Motto

“Carpe Diem”

## Education


Professional Development

### Presentation Skills

 September 2012


Adobe

### Adobe Business Catalyst Partner

 Since January 2011

Google

### Google Adwords Partner

 Since January 2010


Irish Management Institute

### Strategic Planning for Business

 August 2000 - May 2001


College of Marketing and Design

### Diploma in Marketing\*

 September 1985 - May 1988

Christian Brothers College

### Intermediate & Leaving Certificate

 September 1972 - May 1985

\*Received the Dublin Chamber Gold Medal Award for passing the final exams with distinction