

Presented by

Headline Sponsor



salesandscale.com

08.45 am	<b>Winning the Day</b> Oonagh O'Reilly, Co-Founder, MCO Performance Marie-Claire McGreevy, Co-Founder, MCO Performance
9:00 am	<b>Welcome</b> Jim Fitzpatrick, Consulting Editor, Irish News
09.00 am	<b>Opening Address</b> Lorna McAadoo, Chair, Software NI and NI Leader, Version 1
9:10 am	<b>Opening Address</b> John Healy, Chair, Invest Northern Ireland
09.20 am	<b>Building a Powerful Value Proposition</b> Clarify what truly differentiates your product and drives customer conviction. <b>Host:</b> Amy Junkin, General Manager, Ormeau Labs <b>Panelists:</b> Paul McElveney, Founder, Learning Pool John Taylor, CEO, Alchemy Roger Johnston, CEO, Axial 3D
09:50 am	<b>Trust the Process: Building a Repeatable Sales Engine</b> How process, discipline, and data build scalable success. <b>Host:</b> Laura Haldane, Co-Founder & CRO, SciLeads <b>Panelists:</b> Conor Halpin, CRO, Kainos Matt Palmer, VP of Sales, Workday Products, Americas, Kainos Paddy O'Hagan, CEO, Instil
10.20 am	<b>Moats in the Age of AI</b> Fiona Bennington, Director of Entrepreneurship, Catalyst
10.35 am	<b>The Impact of AI on Sales and Selling</b> <b>Host:</b> Jim Fitzpatrick, Consulting Editor, Irish News <b>Panelists:</b> Niamh McArdle, Head of SMB Sales, Salesforce Feargal O'Sullivan, Founder and CEO of USAM Group and Sales Slicer Ciaran Ryan, Founder & CEO, Optik AI Ryan Owens, CEO, EMEA, Google Shopping
11:05 am	<b>Coffee Break</b>
11.30 am	<b>Keynote - Know Your Customer (KYC): Deep Insight for Deeper Relationships</b> Using intelligence and empathy to strengthen long-term client value. Paul McKeever, Head of Sales, Cloudsmith
12.00 pm	<b>From Founder to Framework: Transitioning from Founder - Led Sales</b> Lessons on building teams, structures, and trust beyond the founder. <b>Host:</b> Louise Smyth, Group, CRO, MCS Group <b>Panelists:</b> Alan Carson, Founder & CSO, Cloudsmith Gareth Quinn, GM, EMEA, Teamworks Louise Doyle, Founder & CEO, Needi Brian Moloney, Founder and CEO, StormHarvester
12.30 pm	<b>Keynote: A Life in Sales</b> Danny Moore, President and CEO, Options Technology
1.00 pm	<b>Lunch</b>
1:30 pm	<b>Inside the Deal Room: Procurement Insights from Public &amp; Private Sectors</b> Understanding how buying decisions really get made — and how to win. <b>Host:</b> Michael McCloskey, Business Development Lead, Analytics Engines <b>Panelists:</b> James Mayo, Sales and Executive Leader, Version 1 Dave Vincent, NI Public Sector Lead, AWS Stuart Henry, Co-Founder and CEO, Equipple Charlene McDonald, Education Account Director, Kainos
2.00 pm	<b>High Growth and High Potential: Case Studies from the Coal Face</b> <b>Host:</b> Jim Fitzpatrick, Consulting Editor, Irish News <b>Panelists:</b> Victoria Millar, CRO, TeamFeePay David McGuckin, CEO, Opinly AI Oliver Lennon, Co-Founder, Syndeo Maria Flowers, CRO, Joulén
2:30 pm	<b>New Territories: Expanding into Global Markets</b> Case Studies from those who've scaled internationally — the pitfalls and playbooks. <b>Host:</b> Victoria Shanks, MD Sales and Account Management, First Derviative, an EPAM Company <b>Panelists:</b> Lisa Smyth Vice President, UK & International Markets, Everway Laura Haldane, Co-Founder & CRO, SciLeads Fiona Hampton, Vice President, Commercial Operations at Versant Media
3:00 pm	<b>Scaling Up: Cracking the Sales Growth Challenge</b> Insights on scaling revenue, strengthening commercial strategy, and accessing finance to fuel expansion. <b>Host:</b> Dr Aislinn Rice, Director, Analytics Engines & Former Sales Director at Andor Technologies <b>Panelists:</b> Donal Denvir, Founder/CTO, Andor Technologies Andrew Dennis, VP Marketing, Oxford Instruments PLC Colin Walsh, Investor, Crescent Capital Roisin Molloy, CEO TriMedika and former Head of European Sales, Andor
3.30 pm	<b>Investor Session</b> <b>Host:</b> Jenny Ervine, Co-Founder, Raise Ventures <b>Panelists:</b> Chris Trotter, Whiterock Capital Stuart Gaffikin, Investment Director, Clarendon David Clarke, Technology Investor, Frontline Ventures Jonathan Poffley, Vice President, TCV
4.00 pm	<b>Invest NI Session</b> <b>Host:</b> Kieran Gilmurray, Founder/CEO, Author, Coach, Global Keynote Speaker <b>Panelist:</b> Andy Kirkpatrick, Director of Growth, Kainos
4.30 pm	<b>Drinks Reception</b>

Supporting Sponsors



Industry Partners



salesandscale.com

Media Partner

