

Expert Panel Biographies

Caroline McEnergy, The HR Suite

Caroline is a HR and Employment Law Expert. Caroline is a former member of the Low Pay Commission and is also an adjudicator in the Work Place Relations Commission. She has also completed a Masters in Human Resources in the University of Limerick, is CIPD accredited as well as being a trained mediator. Caroline had worked across various areas of HR for over 20 years in Kerry Group and in the retail and hospitality sector where she was the Operations and HR Director of the Garvey Group prior to setting up The HR Suite in 2009.



Mairea Doyle Balfe, Crowe

Mairea is a director in Crowe's hotel and leisure department. She is a graduate of DIT Cathal Brugha Street and has over twenty years of industry experience with a specialisation in the hospitality industry. She has held senior management positions in the hotel sector and has an in-depth knowledge of the sector operationally and financially. Mairea's expertise is in the areas of feasibility studies, operations analysis, financial analysis, hotel and management company procurement and management contract negotiations.



Oonagh Cremins The Innovate Room

Oonagh has assisted countless organisations in business turnaround and in cultivating commercial awareness. Leading teams from both organisational and stakeholder levels to generate greater revenues in their business is the cornerstone of her work. Oonagh's success is as much built into her ability to quickly gain insights into a business, assessing and addressing areas of need or focus as it is in educating those involved in the project on how to grow new channels and yield better results from their revenue streams. Her key areas of expertise are business analysis, maximising online and offline distribution channels and strategic sales and revenue planning.



Helen O'Leary, The Innovate Room

Helen's experiences encompass multi segments and multi-channel sales and marketing, both at home here in Ireland and internationally in the UK and USA. Helen has extensive experience across a full range of segments and channels, working with clients both international and boutique. Helen assists in maximising revenue streams by working with teams to build on their existing successes, designs and implements strategic commercial plans and builds brand value. Helen's areas of expertise include business analysis, new market diversification and optimisation of return on investment.



Joe Quinn, Executive Consultant, recently retired from Dalata Hotels PLC

Joe was the Group Operations and Integration Manager for the Clayton Hotels at Dalata from 2014 to 2018. Prior to this and during his 25 years with Jurys Doyle Hotel Group PLC, Joe held a number of positions including General Manager, Construction Projects Manager, Group General Manager and finally Chief Operations Officer. As COO he was instrumental in opening 12 new hotels in the UK between 2007 and 2012. He previously gained experience during his time with International Hotel Groups such as Intercontinental, Ramada and Hilton (UK). He has also held Management positions in industrial catering institutions such as Lloyds of London and the Army & Navy Club, Pall Mall. He is a graduate of Galway Mayo Institute of Technology (GMIT) and Ashridge Business School (UK). He is a fellow of the Irish Hospitality Institute.

