

Speaker Profiles:

Michael Gleeson is the Hub Advisor for the TRADEIT network in Ireland and has a background in Environmental Management, Food Business Development and Business Planning. Michael's role in the TRADEIT network includes working directly with and supporting Traditional Food Companies to assist in technology and knowledge transfer. Michael also organises the delivery of a range of training and one to one supports to traditional food businesses. Michael is also an Organic Farmer and breeder of pedigree Kerry Cattle.



Eddie O'Neill has a great deal of expertise primarily associated with Artisan/Speciality food. He is the first point of contact for a range of queries from the public including problem solving, product development, equipment, packaging development and design of food processing premises. Based in Moorepark in Cork Eddie is part of the 'Food Industry Development Department' which is located at the Ashtown Research centre in Dublin. Eddie's work has taken him to Germany, UK, USA and Canada and of course throughout Ireland. There have been numerous client successes from Farmhouse cheese, to Yogurt and beverage products.



Dr Mary McCarthy is a Senior Lecturer at the Department of Food Business & Development, UCC and is a Principle Investigator in the HRB Centre for Diet and Health Research. Her specialism is consumer food behaviour. Over the last 20 years, she has explored consumer food choice behaviours at product and dietary choice levels. She has also explored consumer risk perceptions with special reference to risk communication and consumer acceptance of novel food technologies. Mary has published widely in international journals and recently has had papers accepted for publication in Appetite, European Journal of Marketing, Health Communication and Consumption Markets & Culture. She has also co-authored a number of book chapters and has presented at many national and international conferences.



Mary's other academic roles include: undergraduate and postgraduate lecturing; masters and PhD supervision; Academic Director of the undergraduate BSc Hons. Food Marketing & Entrepreneurship Degree; and Executive Board member and secretary of the European Masters in Food Studies (a post graduate programme supported by many of the largest food multinationals).

Melanie Harty is the Managing Director of Harty's Food which she set up in 2009. Harty's create both an innovative and traditional range of savoury jelly condiments for the retail market, supplying both Independents and Supermarkets nationwide.

Melanie is the chief product developer using her many years of experience in the food and beverage industry both in the US and here in Ireland. Melanie sources business and manages the vision and overall strategy of the business. Harty's has received many accolades over the years including McKenna's Guides and Great Taste Awards.



Maurice O'Brien is a Lecturer at the Institute of Technology Tralee specialising in Food Studies, Food Product Design & Development (Culinary), Sensory Evaluation, and Food Futures & Sustainability within the Hotel, Culinary Arts & Tourism Department. Maurice has worked with Pallas Foods Ltd. as a Business Development Manager and Aramark Ireland as a Project Coordinator & Brand Development.



Helena McMahon (BSc, MSc, PhD) is Principle Investigator at Shannon ABC, Institute of Technology Tralee. Dr. McMahon has an extensive project portfolio, at a national and EU level in in product innovation, commercialisation and Industry (SME) collaboration. Of particular interest are the areas of functional ingredients (nutraceuticals & cosmseuticals), biomaterials, facilitation of SME collaborative actions, technology transfer and innovation management. EU level activities are focused in enterprise support initiatives and networks. Dr. McMahon is the manager of the TRADEIT project which is an EU wide network for the support of traditional food producing SMEs with the goals of enterprise development via technology transfer, entrepreneurship and innovation facilitation. She has authored several papers, books and chapters and supervised MSc candidates working on RDI in the biotech and Agrifood areas.



Jonathan Dawson is the Production Manager with Bia Ganbreise based in Ballingeary in the Cork Gaeltacht, this dedicated Gluten Free Bakery produces a wide range of products in its BRC A Rated facility. They supply under their own brand as well as to national, international and supermarket customers and produce a range of products under contract for other food businesses. See www.freefromfoods.ie for more.



Mary Flynn is a Higher Executive Officer with the Patents Office which is based in Kilkenny City. She is the Head of Information Services and her role includes creating awareness of Intellectual Property rights in the SME sector. Mary will give an insight into the various Intellectual Property rights, including trademarks, designs, patents and copyright and the importance of protecting these valuable assets.

