



The Noledge Group appoints Sinéad Galligani as Group Marketing Director



The Noledge Group, the Irish cloud ERP solution specialists, have announced that Sinéad Galligan has been appointed as Group Marketing Director for its Envisage and OSSM brands.

Sinéad brings more than 20 years' sales and marketing experience to this position. In this new role, she will be responsible for designing and executing marketing strategies for both Envisage and OSSM brands.

As part of the leadership team, Sinéad will be responsible for preparing budgets across a range of initiatives covering new customer acquisition and customer retention. Her role will also include collaborating with internal departments such as sales, product development, and customer service. As Group Marketing Director, she will work closely with key strategic partners including Sage, Oracle NetSuite and Next Technik, as well as collaborate with communications, media, branding and digital agencies.

Sinéad joined the Group in 2014 as marketing manager for both the Envisage and OSSM brands. Prior to that, she spent 11 years at Advent Processing Solutions working in business development, account management and marketing management roles. Earlier in her career, Sinéad spent six years in marketing and sales roles at Intellect Accounting & Network Solutions.

Sinéad holds a bachelor's degree in International Marketing and Languages from Dublin City University, and a diploma in digital marketing from The Irish Times/IIA and most recently she successfully completed the Forrester B2B marketing foundations and demand-based marketing accreditations.

Speaking on her appointment, Sinéad Galligani said, "I have worked in the accounting software and ERP industry for most of my career. Over the years, I've been involved in several start-ups and small businesses which offered a fantastic experience in different aspects of business. At The Noledge Group, this has been invaluable as we build something special with the uniting of our two more established brands into a real powerhouse of capability."