



Crowe Horwath®

DUBLIN  
CHAMBER



# SME Pinnacle Programme

*Helping ambitious SME owners reach new heights*

An innovative programme of interactive networking and thought leadership sessions.

Audit | Tax | Advisory

Smart decisions.  
Lasting value.



Mary Rose Burke, CEO, Dublin Chamber with Naoise Cosgrove, Managing Partner, Crowe Horwath at the launch of the Pinnacle Programme!

Crowe Horwath is delighted to be partnering with Dublin Chamber on this exciting new initiative. Our firm has been supporting and helping Irish SMEs grow for over 75 years.

As the backbone of the economy, small and medium-sized enterprise has been instrumental in delivering a turnaround in Irish industry in recent years. They account for almost half of the private sector labour market and contribute close to one third of the total value of the Irish economy. In today's increasingly complex business environment there are significant challenges facing SMEs, with many failing or struggling to reach their potential.

The aim of the Pinnacle Programme is to provide a valuable platform of support for SME owners. Through our autumn and spring series we hope to provide a forum for owners to come together to share their experiences, build a personal network of likeminded business owners and hear insight from some of Ireland's most prominent SME leaders.

#### **Naoise Cosgrove** Managing Partner, Crowe Horwath

The SME sector is incredibly diverse but, despite the wide diversity in the sector, the issues faced are very similar. By working closely with our SME membership we have identified a range of topics and challenges facing today's SME owners. This research forms the basis for the eight themed sessions in this programme.

This programme is a key member benefit of our network and I am confident participating SMEs will gain the insight, advice and guidance to help bring their businesses to the next level.

#### **Mary Rose Burke** CEO, Dublin Chamber

## About Crowe Horwath

Crowe Horwath is a leading accountancy and business advisory firm in Ireland. For over 75 years we have been supporting and growing Irish SMEs.

The Dublin-based firm consists of 14 partners and over 140 staff and is an independent member of Crowe Horwath International – the eighth largest international accountancy network in the world, with a global network of over 200 firms in over 130 countries.

As a firm we specialise in the SME sector, providing support to Irish owner-managed businesses. We also work with a number of multinational organisations, public bodies and not-for-profit organisations.

### Crowe Horwath offers a range of services, including:



**Audit,  
Assurance  
and Accounting**



**Tax Compliance  
and Planning**



**Company  
Secretarial**



**Corporate  
Finance**



**Consultancy**



**Restructuring  
and Insolvency**



**Outsourcing  
and Payroll**



**Corporate  
Governance**

## About Dublin Chamber

Dublin Chamber of Commerce represents the interests of all businesses in the greater Dublin area and as the leading business organisation in the area, the Chamber offers the opportunity to promote your business and to get involved in its future direction.

### **Our mission:**

Helping your business succeed in a successful Dublin.

### **Our vision:**

- To be THE voice of Dublin business
- To be Dublin's best business network, local and international
- To deliver inspiring business learning and leadership

## Spring 2018 series

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### Session 1 — January 25

#### SME funding strategies

Funding landscape and optimal strategies for growing your business.

**Guest speaker:** John Moore, Founder & CEO, 3D4Medical

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### Session 2 — February 22

#### Building lasting value

How to recognise, build and protect value in your business.

**Guest speaker:** Patrick Kennedy, Non-executive Chairman, CarTrawler

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### Session 3 — March 15

#### Buying and selling SMEs

How to uncover potential and realise value when buying or selling a business.

**Guest speaker:** Michael Holland, CEO, Ampleforth Group

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### Session 4 — April 12

#### Building SME brands

How to build a brand that reaches and resonates with your target market.

**Guest speaker:** Gary Lavin, Founder & Managing Director, VITHIT

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## Autumn 2017 series

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Presentations from the autumn series are currently available for download from the Crowe Horwath website.

#### How to attract and retain top talent

How to build a workplace culture that attracts and retains great talent.

Download a summary of the presentation from Bob Lee, Founding Director, Great Place to Work UK & Ireland. [www.crowehorwath.ie/talent](http://www.crowehorwath.ie/talent)

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#### Internationalisation

How to maximise opportunities with cross-border trading and expanding into international markets.

Download a summary of the presentation from Bob Etchingham, CEO, Applegreen. [www.crowehorwath.ie/internationalisation](http://www.crowehorwath.ie/internationalisation)

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#### Scaling SME businesses

How to prepare, manage and optimise growth in your business.

Download a summary of the presentation from Brody Sweeney, Founder, Camile Thai. [www.crowehorwath.ie/scaling](http://www.crowehorwath.ie/scaling)

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#### Managing a family business

Optimal strategies, business structures and approaches to succession planning for family businesses.

Download a summary of the presentation from Caroline Keeling, CEO, Keelings. [www.crowehorwath.ie/family-business](http://www.crowehorwath.ie/family-business)

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## Spring 2018 series guest speakers

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### John Moore

Founder & CEO, 3D4Medical

John Moore has over 30 years' experience in founding and leading successful start-up companies. Most recently he built 3D4Medical into a global brand with over 100 employees without relying on venture capital, before selling a minority stake to Malin plc in 2015 for \$16.4 million. 3D4Medical's software is now used in every major university and hospital around the world, has had over 12 million users to date and recently featured on stage at Apple's Keynote address to an audience of over 40 million.



### Patrick Kennedy

Non-executive Chairman, CarTrawler

Patrick Kennedy is the Non-executive Chairman of CarTrawler and is Deputy Governor of the Bank of Ireland Group. Before joining CarTrawler, Patrick was CEO of Paddy Power plc from 2006 to 2015. He was previously CFO of Greencore Group plc. He worked as a strategy consultant with McKinsey & Company in London, Dublin and Amsterdam and with KPMG Corporate Finance in Ireland and the Netherlands. Patrick was a board member of Elan Corporation plc from 2008 to 2013.



### Michael Holland

CEO, Ampleforth Group

Michael Holland is a leading Dublin businessman with interests in a wide range of sectors including hotels and leisure, food and retail and property. He owns The Fitzwilliam Hotel Group with hotels in Dublin and Belfast and the Four Star pizza chain of 57 outlets. Late last year he sold Irish Welcome Tours, one of the country's leading inbound tourism operators. He holds additional property interests and investments in Ireland and overseas. He is a director of Orbis, an eyesight charity primarily focused on eye care in Southern Ethiopia.



### Gary Lavin

Founder & Managing Director, VITHIT

Gary Lavin is founder of VITHIT vitamin drink company, a real Irish success story. Gary saw a gap in a market reliant on sugar drinks which was dominated by multinationals. On his journey creating and marketing a healthy alternative, he learned many lessons and lost everything along the way – well, almost everything! Today, 18 years later, VITHIT sells nearly 20 million bottles annually in over 17 countries and is growing at 30% per year. His is a story of persistence and unwavering belief in his brand.



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