

Wiba speaker details January 14th 2010

AnnMarie Hanlon of Evonomie

Ann Marie Hanlon, BA Dipm MBA FCIM MMII MloD is the Consultancy Director of Evonomie Ltd. Over the last 20 years she has worked with clients from many sectors including: legal and tax services, software, financial services, communications, health, leisure, media and IT.

She is the Author of *Quick Win Marketing* and co-Author of *Quick Win Digital Marketing*. *Quick Win Marketing* has now been converted into an iPhone App.

Evonomie's business is about conducting research, launching new products, developing communication plans and creating marketing strategies. Annmarie's main focus is practical marketing strategies for directors and owner-managers, with a special emphasis on services. Annmarie has both private and third/public sector clients.

She is a Fellow of the Chartered Institute of Marketing, a Chartered Marketer and a Member of the Marketing Institute Ireland. Annmarie gained a Masters in Business Administration and the Chartered Institute of Marketing Diploma for which she won the Worshipful Company of Marketers' award. She also gained a distinction for the Chartered Institute of Marketing's E-Marketing Award.

Annmarie is a Trustee of the Bat Conservation Trust and the Homeless foundation. She is particularly interested in brown long-eared bats, enjoys fencing and growing veggies in her spare time.



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