

Margaret O'Shaughnessy

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PERSONAL DETAILS

Professional Profile

Energetic and creative management professional with valuable experience in project management, marketing, research, product and on line strategy development. Highly motivated, goal orientated individual with:

- 2 years research and development consultancy experience
- 12 years experience in telecommunications
- 5 years in marketing consultancy

Capabilities

- Experience in board level presentation with excellent strategic appreciation and vision
- Strong management skills, experienced in dealing with direct and virtual team members ranging from on line developers, sales, CRM, billing, marketing, customers and vendors
- Superior interpersonal and project management skills
- Proactive and creative problem solving, combined with a focus on key milestones/issues
- Proven negotiating and influencing skills
- Determined, decisive and results driven
- Strong analytical, research and documentation skills
- Very good planning and organisational capability

PROFESSIONAL EXPERIENCE

2010 to Present

Freelance Research and Development Consultant

In 2009 I took voluntary redundancy from eircom. Since leaving eircom I have completed a number of research and development projects focused on websites, social media and on-line communities. Clients include Cathy Winston and Company and Red Dog Design and Brand Identity Agency

1997 to 2009

eircom, Dublin

2004-2009

Accomplishments

VoIP Product Development & Programme Manager

Responsibility for the on-going development of a suite of VoIP products and roadmap for VoIP across business and consumer segments:

- Strategic planning, market assessment, sales strategy, marketing plan
- Product definition and portfolio positioning/strategy, sales targets and ROI
- IT systems development and process development (Visio), requirement specification and change control
- Definition of data access requirements to support VoIP
- Negotiation with sales and marketing on price positioning, potential cannibalisation impact, winback opportunity and ultimate sales target including discount schemes. On-going support of sales to ensure ROI
- Support for the compilation of brochureware, user guides and training
- PDC (Product Development Council) process and documentation (detailed documentation process which defines all elements of a product, used to gain approval and support throughout the business, agreement on sales targets and for regulatory reference)
- Negotiation with regulatory operations to formulate positioning to ComReg

Key Learnings

Strengthened strategic capability and project management skills. Widened people management and delegation skills and risk and cost assessment capability

2000-2003

Accomplishments

Product Development & Process Manager for BIP

Responsibility for all processes, support training, marketing needs specification and regulatory support for the first VoIP product launch to the enterprise (corporate) market

- Conducted internal competitive assessment of key players in the VoIP market nationally and internationally (service providers, network and CPE vendors), market trends
- Worked in conjunction with Network Services to ensure timely implementation of the VoIP platform this included negotiation for time, human resources and budget

- Defined the technical requirements relating to the development of internal IT systems (billing, provisioning, fault handling, CRM and on line development to support VoIP
- Managed the development, testing and deployment of IT and on line functionality
- Development and implementation of all post-sales, marketing and technical support processes
- Worked with eircom consult to support customised network development for key corporates
- On-going product management and development of solution until hand over to business as usual.

Key Learnings

Gained a firm understanding of the importance of an internal and external communication strategy in a product launch. Strengthened analytical skills and planning and organisational capability

1998-2000 Accomplishments

Product Development - Service & SLAs

- Formulated service support structure to facilitate key corporate requirements built around back to back SLAs from customer to support area and down through the chain of provision and fault handling
- Developed in conjunction with sales teams through one to one meetings with key corporates
- Focused on ISDN to establish a template for replication throughout all products
- Included detailed requirement specification for systems, process and people

Key Learnings

Developed strong project management and influencing skills in order to make disparate and conflicting parts of the organisation work together

1997-1998 Accomplishments

Portfolio Management

- Conducted strategic review of data product suite
- Conducted competitive review and identified gaps and opportunities within the portfolio
- Presentation of results to the product teams with strategic recommendations
- One of the gaps that came to light was the lack of SLAs internally or externally

Key Learnings

Gained a strong technical knowledge of the data portfolio

1994 to 1997 Job Title

Marketing Partners (IRL) Limited Marketing Consultant

Accomplishments

- Worked with key blue chip clients including: (Guinness Group, Waterford Crystal, Slendertone, Bord na Mona and The Irish Trade Board (now Enterprise Ireland)
- Conducted detailed market research for these clients, developed reports presented to key client stakeholders on areas such as brand positioning, market and employee perception of the company
- Managed the production of 15 Market Reports for the Irish Trade Board on key consumer sectors. Wrote 4 reports, managed a team of researchers

Key Learnings

Developed a very strong strategic view. Developed a strong focus on objectives and delivery of targets within budget and within scheduled timeframes

1992 to 1994

Pembroke Consulting

Job Title

Consultant

Accomplishments

Developed business plans for start-ups for IDA grant applications this included:

- Competitive and market review
- Product definition and identification of USP
- Target market specifications
- Full scoping of the opportunity and financial implications

Meet clients on a one-to-one basis to establish a relationship, an integral part of the job was to gain an understanding of the individual and their capability

Key Learnings

Established a firm grounding in business development planning and it's application in a wide diversity of markets

EDUCATION

1987-1992

Marketing Degree Trinity College , Dublin
B. Sc. Management, Dublin Institute of Technology

1982-1987

Sacred Heart School Tullamore

REFEREES AVAILABLE ON REQUEST