

Moira Creedon

Moira Creedon is a teacher and consultant in Strategic Finance and has worked with both large corporate and SME clients worldwide helping decision makers at strategic level to understand finance and hence improve their ability to formulate and implement strategy and innovation across all elements of their business.

Moira established Artemis Consulting Ltd. in 2005 to offer financial advice and training directly to companies and other organisations.

She delivers financial consultancy and training throughout Europe, Middle East, Latin America, Africa and the US across a wide range of sectors and company sizes from start-ups to multinationals.

Recent and current corporate clients include: Dairygold, Bord Bia, Sony Ericsson, Ericsson, Glanbia Plc, Mercury Engineering, AP Moeller, Banta Global, CRH, Toyota Europe, Amadeus IT, Covidien Healthcare, Solvay Chemicals, C and C food and beverages, Sanofi-Aventis, OAMi (European Trademark Agency), Wyeth, Pfizer, Windmill Lane Film Studio, Ash Technologies, Irish Dairy board, Private Hospital Groups and hotel groups. Irish Department of Finance, ComReg, Bayer, Teagasc, Bellurgen Engineering Ltd

From 2000 to 2005 Moira was Senior Finance Specialist at the Irish Management Institute and subsequently Lead Finance Faculty at Management Centre Europe in Brussels. She is currently teaching on diplomas, MSc Programmes and degree programmes in business schools and universities in several countries including CEDEP in Paris, IESE Barcelona, UCC and the University of Maynooth, and the IMI. Moira also delivers specialist and general finance workshops in global corporate programmes such as the Ericsson Global Academy in Stockholm.

Moira is currently working directly as financial advisor to several Enterprise Ireland client companies. This work includes establishing and sitting on Advisory Boards, raising external finance (debt and equity), restructuring financial management functions, improving specific elements such as reporting systems and in some cases full company restructuring to return to profitability. Moira has lectured and in recent years on Enterprise Ireland (Foodworks) and Bord Bia programmes for small food companies and has worked subsequently as a mentor to participating companies. She has also delivered intensive training programmes to Enterprise Ireland Senior Development Advisors on how to evaluate client companies from a financial perspective.

Moira works with a wide range of SME clients, mainly companies in growth and innovation mode who require investment to fuel that growth, and need to strengthen financial management to ensure that the risks are well managed and that the growth can be funded in an optimal way. Such projects recently included:

- Full company restructuring to return to profitability,
- acquisition and divestment,
- interventions to restructure and strengthen financial management and corporate governance, securing the appropriate finance cost effectively and without excess risk exposure

Prior to joining IMI as Finance Specialist Moira was a Director of International development Ireland, directing Foreign Direct Investment, Private sector development and major research projects for the World Bank and European Union in Southern African, Central American and former Soviet Union countries.

Previously Moira managed an International Mergers and Acquisitions team for Dresdner Kleinwort Benson in London, providing valuation and merger advice to engineering, aviation and automotive clients in the US, Latin America and South East Asia, building on experience as senior financial analyst in General Motors advising on major investment decisions such as the initial manufacturing facilities in China, Indonesia and expansion into Latin America.

Qualifications

Moira holds an MBA from IESE Barcelona, after an undergraduate honours degree in Mathematics. She lectures and teaches in Spanish, French and German as well as English.