

BIOS – BROKER MARKET DAY

Sandra Harvey Graham
Apprenticeship Programme Manager
The Insurance Institute

Sandra Harvey Graham is the Apprenticeship Programme Manager at The Insurance Institute. Sandra is not only responsible for the development of Ireland's first level 8 degree apprenticeship programme, but was a main driving force in its launch in 2016.

Sandra is an accomplished Senior Manager with over 30 years' experience,

Prior to joining The Insurance Institute, Sandra had worked with Aviva and RSA in various roles, including senior management and commercial development.

Sandra is a Fellow of The Chartered Insurance Institute (FCII) in the UK and holds their Chartered Insurer status.

Sue O'Neill
Chair
Small Firms Association

Sue O'Neill is Chair of the Small Firms Association and Managing Director of Shellcove an Association Management Company (AMC) which provides bespoke management services to organisations and associations

Prior to this, Sue founded Generation in 1993, a creative agency offering advertising, design and marketing services across a broad spectrum of clients. Sue holds an MBA from Dublin City University, a Diploma in both Digital Marketing and Print Management and is a Graduate of the IMI Business Development Programme. She has previously served as a committee member of the Institute of Business Analysis & Consulting. She has been a member of the Small Firms Association since 1993 and has served on the council since 2004.

Sue O'Neill is currently Managing Director of Shellcove Limited, which offers companies an integrated marketing and event management service. Experience in traditional marketing is coupled with full digital marketing capabilities. Prior to this, Sue founded Generation in 1993, a creative agency offering advertising, design and marketing services across a broad spectrum of clients.

Sue holds a Diploma in both Digital Marketing and Print Management and is a Graduate of the IMI Business Development Programme. She has previously served as a committee member of the Institute of Business Analysis & Consulting. Sue also has experience in working with Start-up Companies through her work at Dublin City University's Innovation and Enterprise Centre.

Aidan Flynn
General Manager
Freight Transport Association Ireland

Aidan has worked with Freight Transport Association Ireland since the formative years of the Association and has been influential in establishing a viable trade association in the midst of the

worst economic recession in the country's recent history. Before joining FTAI, Aidan held a number of senior leadership positions within the transport and logistics and Insurance sectors in Ireland. These included working as an insurance broker for 10 years, the establishment of a dedicated commercial fleet training business, health and safety and risk management consultancy and road safety initiatives.