

Media & Communications Executive

Extensive experience in creating and deploying compelling internal and external communication, resulting in enhanced collaboration, productivity, investment, branding and growth.

“The single biggest problem in communication is the illusion that it has taken place”

~George Bernard Shaw

- Denis Collins is a natural communicator with a strong background in sales and marketing. He has held high profile leadership/media spokesperson roles within large MNC's, not-for-profits and start-ups, and has represented industry on regional, national and global platforms.
- Comfortable with any form of media or public role, Denis's inspiring style and executive presence commands the attention of any audience.
- While at IBM, Denis was chosen and certified as one of a select list of Global Industry Spokespersons to represent IBM across television, print, radio, events and social media.
 - [Global Innovation Leadership](#)
 - [Sunday Business Post, Future is Technology](#)
 - [Financial Times, Finding the right mix](#)
 - [IBM Global Entrepreneur Awards](#)
 - [Leading Global Growth & Innovation](#)
 - [Innovation is More Than Invention](#)
 - [Smarter Egg Red Chair](#)

“Denis is a great ambassador for technology and innovation and an inspirational speaker. I know this because I have put him in the hot seat during interviews and round table discussions! He speaks with passion and knowledge and has the rare ability to make complex issues accessible to the listener.”

Norah Casey
RTE and Newstalk
CEO, Harmonia Publishing



IME concerned over

COVER STORY
REBELS WITHOUT A PAUSE



Smarter Egg Red Chair Denis Collins September 2014



CHANGE AGENT AND INNOVATOR



European
Technology
Cluster

it@cork

newstalk.com
106-108fm

With a career of “firsts”, Denis is both a pioneer and entrepreneur as well as a business change agent. His blue-sky thinking and global mind-set enables him to create a vision of what *could be* Instead of *what is*. His proven ability to inspire diverse teams and move from concept to delivery is evident throughout his business career. Denis believes to have big impact, you need to have big ideas and that’s his strength.

During his tenure as Chairman it@cork [European Tech Cluster](#), Denis led the design, transformation and implementation of a now globally recognised successful cluster model which resulted in a number of innovative programs including [Innovation That Matters](#), [Smarter Placements](#), [Adopt A School](#), [Women in IT](#) and [Dealstart](#). His strategy in this area resulted in the Cluster's work being cited in the “Programme for Government” reports as a national model of best practice. Denis has also created a compelling vision of Cork as a Digital Quarter and a formal Tech Cluster. That process is now well underway with other influential business leaders becoming advocates for Cork and its evolution as a digital hub.

“You can’t change the direction of the wind, but you can adjust the sails to reach your destination”

~Jimmy Dean

- If your organisation is struggling with changing technologies, evolving business models or shifting markets, Denis's experience and knowledge of transformational change enables him to drive strategic change while balancing the operational needs of the organisation and the cultural behaviours of employees.
- Denis focuses his efforts on the things that matter; driving collaboration and bottom line impact. His ideas work because they are the result of a holistic approach to problem solving. Denis sees pictures, where others only see dots, enabling individuals to transform and become active change agents.



“Denis has really made his mark on the tech scene in Ireland and he’s a recognised national thought leader. As a global executive, he has proven his ability to create and implement a vision that allows collaborative, diverse teams to work together towards a common goal. With Denis, you know that innovative thinking always leads to results. Margaret E. Ward, RTE Board Member, CEO at Clear Ink and Broadly Speaking, Journalist/ Broadcaster

- Facilitated IBM's entry into Data Protection and Cloud Computing, deploying Ireland's 1st multi-million Cloud Computing Innovation Center
- Pioneered the 1st U.S. Financial Marketing Center process resulting in \$200 million annual signings
- Set up IBM's 1st U.S. SMB Risk Assessment Model, resulting in \$10 m signings of sub \$10k deals and the creation of their new SMB market
- Created/deployed 1st integrated hardware and software services package for NY Life which became IBM's National Affiliate Program



Denis built a reputation at



for leading innovation

+353 (0) 86 3862200 | djcollins196@gmail.com |



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PEOPLE LEADER / TEAM BUILDER

Denis Collins, CEO, Smarter Dynamics; a business consultancy firm that has enabled organisations to scale globally, deploy relevant organisational and management strategies and integrate operational effectiveness. Clients include Fortune 500 companies, SME, semi-state bodies, public sector and academia.

Active industry and civic leader who is passionate about people and making a difference. Extensive and diverse global experience across small-medium business, large enterprise, public sector and academia.

“People will forget what you said, People will forget what you did, But people will never forget how you made them feel.”

~ Maya Angelou

Proven track record in:

- Creating a shared vision, inspiring a team to support that vision and delivering the desired outcome
- Taking leadership teams to the next level
- Succession planning
- Enabling teams to switch gears or embrace change
- Recognising and nurturing potential
- Business coaching
- Executive mentoring

“Denis is a dynamic global leader with exceptional ability to lead complex models/organisations. He can develop a relevant strategy and align an excited collaborative team, that also delivers a tangible result. He is passionate, creative and positive.”

Bob Savage, VP, EMC Centres of Excellence Europe, President American Chamber of Commerce



IBM

First to implement "Team Drumbeat" creating horizontal teaming across a diverse global workforce. Introduced a horizontal matrix team model and a Global Best Practice Communication model that led to more collaborative teaming across a 2,800 employee base and 100 business partners. Set up a Quarterly Council to achieve collaborative business targets and models.

BUSINESS DEVELOPMENT & SALES EXECUTIVE

With a track record of successful new business development and revenue generation, Denis Collins is target driven, motivated by complex challenges and energised by leading the way. If your organisations want s to explore new Go-To-Market ideas, learn from other industries/sectors and unlock new revenue potential, Denis' passion for sales and his innovative upselling ideas are a powerful combination.



Developed and deployed Global System Integrator Program for IBM, partnering with key consulting leaders (2003-2006)



Taught and developed course content for Sales Business Development Module at Rubicon New Frontiers Entrepreneur Program (2015)



Member of the Cork Chamber Board of Directors (2012-2016)
Member of the IDA Board of Directors (2015), by Ministerial appointment



Created National Affiliates Program moving IBM and NYL's Laptop acquisition strategy from purchase model to pay-as-you-go model (H/S, S/W, Services and Tech refresh bundle via an integrated operating lease which had never been done before)



IBM Sales & Distribution
IBM Global Financing
IBM Global Technology Services

20+
years



Member of IBM's Worldwide "Top-Gun" Leadership Team, created to influence IBM's strategy.

Achieved IBM's Golden Circle Top 1% Award for best sales and distribution results

Pioneered the 1st U.S. Financial Marketing Center process resulting in \$200 million annual signings

Facilitated IBM's entry into Data Protection and Cloud Computing, deploying Ireland's first multi-million Euro Cloud Computing Innovation Center

Set up IBM's first U.S. Small-Medium Business Risk Assessment Model. Resulted in \$10 million signings of sub \$10,000 deals and the creation of a new Small-Medium Business market for IBM to sell many more products and services into.



As Chair of the board at LearnLode, Denis has successfully secured two rounds of financing; transitioned from LEO to EI HPSU pipeline; organisational deployment of CEO, COO & Marketing resource and first wins at QSAT Nimbus Centre evolving US Channel model



COLLABORATIVE INFLUENCE

Denis's triple-helix programmatic approach combining Industry, Government and Academia to drive real change, has proven to be key when diverse (often traditionally competitive) groups need to come together for a shared outcome. His ability to cut through complexity, find common ground and present a shared vision is a unique skillset. His ability to present data in a way that inspires others is a game-changer when it comes to creating cross-functional teams in relational or matrix business environments



Smarter Senses is a three step programme with the aim of driving the Shine Centre for Autism in Cork forward to become best in class

globally and to enable children with autism to learn, develop and communicate more effectively

BEWISER: Building Enterprises – Wireless and Internet Security in European Regions examines the organisation and technical research challenges in Europe's best known RTD regions

THE CITY OF CORK IN SOUTH-WEST IRELAND HAS EXPERIENCED SUCCESS IN ATTRACTING HI-TECH MULTINATIONALS WITH A MIXTURE OF INNOVATIVE COLLABORATIONS BETWEEN ACADEMIA AND INDUSTRY AND A CAN-DO SPIRIT. NATASHA TURAK REPORTS

Joined-up thinking

A "coalition of the willing" is the phrase Mr Collins uses to describe the joining up of industry, academia and private and public sector professionals, who have come together to nurture Cork's market opportunities and tell the world its story. "Because of our size," he says, "we are the right mix – we have been fanatical about bringing business people, government and academia together to achieve commercial, social and academic results."

FT
FINANCIAL
TIMES



“Competition
makes us
faster;
Collaboration
makes us
better.”

~Fyrefly



Global sales executive with IBM, Denis Collins, greeting Taoiseach Brian Cowen at a Cork chamber event sponsored by IBM Ireland.

