

Barry Malone

High Performing Digital & Operations Leader with 20yrs Experience in Senior Roles with Industry Leading Businesses, Brands along with Start-up's.

LinkedIn: [personal profile](#)

Email: barry.malone@outlook.com

Tel: +353 (0)87 2660888

PROFILE:

- Senior Executive in Digital Performance, Strategy, Transformation & Operations
- Strong commercial background in building & delivering bottom-line growth and results for Digital focused businesses.
- Hired & managed teams of 45+ staff (Digital, Commercial, Sales, Analytics, IT, & CX).
- Delivered successful B2C / B2B / B2B2C propositions (Local & Internationally).
- +60% YoY revenue growth over 4yrs consecutively.
- Full ownership of €10m+ budgets delivering gross revenues in excess €350 million.
- A hands-on, dynamic leader with over 20yrs experience guiding & managing cross-functional teams.
- Headhunted for last 2 roles by CEO and MD with TheAA Ireland & Win|Win

EMPLOYMENT:

The AA Ireland www.theaa.ie

July 21 – Present

Head of Digital Strategy & Transformation

- Private equity backed and focus on delivering 2x YoY revenue growth, market share and increased EBITA performance.
- Key member of SLT implementing 2x staged restructuring plans & dept realignment.
- Hiring of new teams for Digital, Marketing, Comms, Analytics, App Production.
- Development of Digital strategy achieving 65% new customers & 47% revenue growth YoY across 7 products.
- Onboarding & integration of PPC, SEO and Social agencies to support delivery of €5.5m budgets.
- Developed new revenue performing partnerships with DoneDeal, CarsIreland, 3Plus, Revolut, Carzone..
- Responsible for all aspects of online and marketing communications material across all channels, ensuring compliance with relevant regulatory requirements (email, SMS, Loyalty & Rewards).
- Strategic project delivery of new website, CMS, App upgrade, eDocuments, AutoAddress, Verisk & Reviews.
- Designed and launched full digital marketing activation strategy for two new customer propositions "AA Service Maintenance & Repair" along with "AA Approved Cars". Delivered over 500 new paying B2B partners and 5k customers within first 4mths. Annual on-target revenue @ €1.7m
- Full rebuild of all customers quote & buy journeys resulting in c40% increase in leads, 30% in quote completions and 20% uplift in conversion.

Core Values

- Leadership
- Integrity
- Tenacity
- Collaboration
- Passionate
- Challenging

Professional Skills

- Digital Strategies & Transformation
- Cross-Functional Team Management
- Online Revenue Growth
- Product Development
- Go-To-Market Strategy
- Customer Acquisition & Retention
- eCommerce Journey Dev
- Operational Excellence
- Stakeholder Management
- EMEA Localisation
- Performance Management
- Staff Development
- Agency & Vendor Management
- Media Relations

Sector Experience

- Insurance
- Travel
- Mobility Services
- Digital Media / Advertising
- Loyalty & Rewards
- Retail

Previous Positions

- Head of Digital Strategy & Transformation (IE & EU)
- Chief Operating Officer
- General Manager
- Head of B2C & Partnerships
- Head of Online

Education

- Recreational Management
- Leisure Studies

EMPLOYMENT:

Win|Win Ireland [WinWin.ie](#) | [WoWThanks](#) | [EarlyTable](#) | [DigiBreaks](#)

Feb 21 – July 21

Chief Operating Officer (COO)

- Direct responsibility for the commercial performance of all digital Enterprise & SaaS based platforms.
- Owned & delivered the redesign of the company's core rewards & loyalty backend proprietary platform.
- Led NPD launch on 2x digital SaaS based platforms for both B2B & B2B2C markets.
- Management of departments & personnel (IT, UX, Operations, Marketing, Client Services and CX)
- Development of new performance reporting models for internal, clients and key partners.
- Delivery of new Digital Strategy for all business services, platforms, and internal supporting stakeholders.
- Launch of "Gifty" now "WowThanks" Ireland's first B2B2C digital gifting solution bringing brands and retailers together focusing on real value & rewards for their customers.

Liberty Mutual Insurance – Europe ([Ireland](#) | [Spain](#) | [Portugal](#))

2x Contract Roles

Sept 17 – Oct 20

Head of Digital & Transformation

- Responsible for all Digital entities end-to-end in Ireland, Spain and Portugal.
- Management of 22x Digital personnel in multiple locations (Madrid, Barcelona, Lisbon, Dublin & Cavan).
- Defined and manage PPC, SEM & SEO, Social Media, digital acquisition strategy and budgets.
- Business Owner for key Digital IT projects and Digital Agile Teams, ensuring outputs deliver performance KPIs, optimal Customer Experience and Omni-Channel strategies.
- Ensured all Digital tools & services were utilised (PowerBI, SuperMetrics, Maximiser, GA, Omniture, ClickTale, Marketing Cloud) enabling increased insights, optimisation, testing and growth delivery.
- Identified and activated new growth and profit partnerships aligned with EMEA Strategy (Direct & Agency)
- Developed, monitored and improved the web/mobile sites and applications for customer, products, marketing initiatives and channels using UX best practice and customer behavior indicators.
- Maximising efficient use of the online budget ensuring systems were in place to monitor expenditure and consistently seeking innovative solutions to drive value from budget.
- Manage all senior internal stakeholder relationships & external supports (agencies & vendors specialists).
- Full ownership & delivery of Covid Customer Relief program, rebating €5m with €250k charities donation.

Arvoia (previously Mobacar) [Arvoia](#)

Feb 14 – May 17

Chief Operating Officer (COO)

- 5x funding rounds totaling €22.5m via VC, EI and strategic retail investor backed by Court Square PE (USA).
- Developed first ever AI (Artificial Intelligence) engine for the travel market and licensed to Travelport.
- Built a B2B global ecommerce platform targeting leading Car Rental Brands, GDS Platforms & Airlines.
- Full management of 42 internal IT, Sales, Digital & Professional Services (Kerry, Dublin, Sydney & London).
- Productisation of B2B2C offering included full IT structures, 16 new languages, currency and payment models.
- Implemented and managed all financial targets, forecasting, report trackers and business KPI sets.
- Delivery of Sales, BDM, Account Management and Professional Services program to achieve all sales efforts, revenue targets and customer retention.
- bling increased insights, optimisation, testing and growth delivery.

CarTrawler [Cartrawler \(B2B\)](#) | [ArgusCarHire \(B2C\)](#) | [HolidayAutos \(B2C\)](#)

May 09 – Aug 13

General Manager (B2C)

- General Manager for CarTrawler's B2C International business and brands, reporting to CEO.
- Grew internal digital team from 4 to 17 staff. Built internal direct SEM teams with 6x multilingual personnel.
- Controlled €10m marketing budget to deliver gross revenues in excess of €350 million.
- Oversaw €7m+ advertising spend on major search engines and partner sites (CPC, CPL & CPA).
- Managed channel operations. Delivered 60% YoY revenue growth for 4 consecutive years.
- Increased international revenues and online acquisitions across all business areas.
- Launched brand into 20 new markets with 15 languages.
- Drove revenues and ROI through direct, partners, advertising, metasearch and online channels.
- Developed loyalty strategy. Delivered 300% growth in recurring revenues.
- Owned & ran innovations lab, testing and converting B2C releases into the B2B white label solutions.
- Key member of management team during private equity acquisition (ECI Partners 2011).

EMPLOYMENT:

Microsoft www.microsoft.com

Contract Role

Jan 09 – May 09

EMEA Online Manager

- Led Microsoft's first B2C digital platform launch and online sales channels across 5 EMEA markets.
- Managed 10 EMEA Marketing Managers, based in Germany, Spain, Netherlands, France, and the UK.
- Oversaw all costs, budgets and P&L. Reported to US Head sponsor.
- Managed relationships with vendor partners and international product fulfilment partners (Arvato).
- EMEA coordinator for Microsoft internal Product Managers and online boarding of product content.

Page7Media Group [CarBuyersGuide](#) | [Farm&Plant](#) | [BikeBuyersGuide](#) | MenuPages | InDublin

Sept 07 – Sept 08

Online Commercial Manager

- Managed sales, marketing, online revenues, partner acquisitions and sponsorship contracts.
- Overhauled sales department. Developed new sales strategy. Controlled budget and P&L.
- Developed 3rd party content and syndication partnerships through SLA's.
- Controlled online advertising campaigns, distributor, corporate and ad agency spends.
- Integrated key business partners within all digital channels, via branding, customisation and marketing exercises (direct channel marketing, email, competitions and viral).
- Developed and launched new B2C and B2B sales platforms. Grew B2B sales 35% and B2C sales 45%.
- Managed 20 staff (Sales and IT development). Hired and trained new telesales and sales teams.
- New advertising platform delivered 10 new distributors and grew ad agency revenue 70% YoY.

Independent News & Media PLC [Independent.ie](#) | [PropertyNews.com](#) | LodzaJobs | x14 Regional News Sites

Apr 05 – Sept 07

Head of Online Classified Channels

- Newly created position to develop, integrate, launch and bring to market multiple newspaper classified titles into best-in-class online verticals. Reported directly to the Deputy MD of IN&M Plc.
- Sourced and managed 3rd party vendors (design, hosting, security and back office support).
- Forecasted company budgetary requirements, revenues and ROI to the Board.
- Launched the first online career website LoadzaJobs.ie. Generated €3m new revenue in 2007.
- Achieved 65% YoY revenue performance growth from the launch.
- Developed national sales strategy. Hired, trained and managed 7 sales staff.
- Outsourced operations and customer service functions to HCL. Improved efficiency by 30%.
- Launched new motoring classified website. Delivered 40% revenue growth and 115% traffic growth.

CnG Travel Group PLC

Jan 01 – Apr 05

Head of Online B2C & Partnerships

- General Manager for CarTrawler's B2C International business and brands, reporting to CEO.
- Grew internal digital team from 4 to 17 staff. Built internal direct SEM teams with 6x multilingual personnel.
- Controlled €10m marketing budget to deliver gross revenues in excess of €350 million.
- Oversaw €7m+ advertising spend on major search engines and partner sites (CPC, CPL & CPA).
- Managed channel operations. Delivered 60% YoY revenue growth for 4 consecutive years.
- Increased international revenues and online acquisitions across all business areas.
- Launched brand into 20 new markets with 15 languages.
- Drove revenues and ROI through direct, partners, advertising, metasearch and online channels.
- Developed loyalty strategy. Delivered 300% growth in recurring revenues.
- Owned & ran innovations lab, testing and converting B2C releases into the B2B white label solutions.
- Key member of management team during private equity acquisition (ECI Partners 2011).

PERSONAL ACHIEVEMENTS & INTERESTS:

- Founder & Co-Owner
- Semi-Professional Footballer
- Trainee Professional Footballer
- Centre for Independent Living
- Enniskerry Montessori & Afterschool Care (2006 to present)
- Bohemians FC | Longford Town | St. James Gate | Monaghan Utd
- Brighton & Hove Albion (UK)
- Part-time Carer for people with disabilities