



Rob Marr - Bio

Rob believes sales and leadership are the fundamentals to personal and business success. Rob currently delivers a wide variety of programmes to public & private sector clients in Ireland to maximise growth potential and competitiveness.

Rob founded his business in 2007 after a diverse and successful career in sales, marketing, business development and management. He is one of the leading business coaches in Ireland. With over 2000 clients under his belt from every different sector of business he helps business leaders fulfil their potential every day.

He also supports large organisations with management development, sales training and business planning and strategy. Rob works in both the Public and Private sector which gives him a unique take on the Irish economy and the opportunities that are out there and the critical need for change in people, businesses and cultures to maximise those opportunities.

Public Sector

He has delivered over 150 **Start Your Own Business** programmes as well as the **Irelands Best Young Entrepreneur (IBYE)** programme bringing at least 1 business every year since its inception to the National Final including 2 joint second place finishes. Rob has also successfully run Enterprise Ireland's START and LIIF programmes with great results and feedback.

Rob delivered the **Pitching Masterclass at Google HQ for IBYE National Finalists** and received great feedback about the content, style and flow of the session. He is also about to launch Ireland's first business start up programme online.

Private Sector

Rob runs Seminars on business start-ups and does pro bono work via a dynamic LinkedIn group where he helps people get up and running giving free coaching and support.

His private clients include **Uniphar, KFC, Butlers Chocolates, Stablelab, Lloyds Pharmacy, Mr. Price and Five Guys** amongst others. He has worked in sectors as varied as food, agriculture, retail, retail pharmacy, tech and finance.



Retail has been a strong theme within the private sector despite the diverse nature of the client base. The nature of this was very practical - out on the shop floor of his clients and competitors businesses, Rob travels 1000's of miles and sees hundreds of businesses every year. Areas of focus included:

- Merchandising
- Shop Floor standards
- Product placement
- Pricing
- Internal Product promotion
- Best practice sharing
- Competitor visits
- Mystery shopping
- Feedback and reporting
- Creation and implementation of store audits

Rob has a very practical understanding of modern retail in a wide variety of sectors both in Ireland and overseas.

Rob has also developed his own world class Sales Coaching programme based on his 20 plus years of experience in sales. that has been sold out and delivered 5 times in 5 weeks.

He also has a strong social media presence including his popular interview series on YouTube/Spotify where he meets and talks to successful business owners. **The links can be found at the end of this bio.**

International Experience:

Rob has delivered large national retail projects for **Lloyds Pharmacy in Belgium and Sweden** and created comprehensive development plans for the sales team in **Stablelab** as well as their hugely important **AAEP trade shows in Texas and San Francisco**. This brought him to:

UK

USA

Belgium

Sweden



Recent Achievements with Clients:

- Lloyds Pharmacy closed a €2.5 million gap in retail sales in just 8 weeks - Developed and executed the programme
- Butlers Chocolates achieving immediate increase in sales with their retail clients - Ongoing programme
- Stablelab smashed their targets at the AAEP trade show in San Francisco - Developed and executed the programme
- Mr Price have opened over 42 shops t/o €100 million in sales with 1000 staff in just 6 years - Ongoing in-house coach to the Owner/SMT for the past 4 years
- KFC territory move from nearly last in the UK to 2nd place in just 8 months - Developed programme and executed
- Created and sold out 5 Direct Sales Programmes in 5 weeks - 100% of clients have made at least 5X ROI already

Clients often refer to not just the practical supports given but how motivating they find working with Rob.