



The **CHANGE/MAKERS**



CELEBRATING
25 / YEARS OF THE
EY Entrepreneur Of The Year™
IRELAND PROGRAMME

CONTENTS

The word "CONTENTS" is rendered in a large, bold, sans-serif font. The letters are filled with a photograph of a desert landscape at night. In the center of the letter 'N', a person is standing on a sand dune, holding a flashlight that illuminates the sand. The sky above is dark and filled with stars, suggesting a starry night. The overall color palette is dominated by the warm orange and yellow tones of the sand and the cool blues and purples of the night sky.

The EY Entrepreneur Of The Year™ is a world-class development programme that supports, inspires, and connects a community of entrepreneurs, championing entrepreneurship throughout the island of Ireland.

The EOY programme not only ensures national and international recognition for successful finalists and alumni, but also provides an invaluable network and business development opportunity within a growing, 560 strong EOY Alumni community.

The ChangeMakers:

We are delighted to be celebrating 25 Years of ChangeMakers during the 2022 EY Entrepreneur Of The Year™ Ireland programme. Entrepreneurs are truly revolutionising Ireland through their relentless determination to completely disrupt the status quo by creating new opportunities within Ireland and improving the lives of all our Island's residents by building and retaining new communities. They have transformed Ireland into a hub of excellence by offering exciting prospects and possibilities for our increasingly talented workforce

and students. Only a special kind of leader has the ability to ignore the critics and transform blue-sky dreams into new realities that contribute value and purpose beyond simple profits. We call these entrepreneurs The ChangeMakers.

The journey of an entrepreneur is paved with breakthroughs and setbacks. For every success, there are countless failures. Very few have the courage to set off along this uncharted route and even fewer have the perseverance needed to endure the setbacks and defy adversity. Building something of long-term value takes persistence, determination and above all ambition.

Going into our 25th year of the EY Entrepreneur Of The Year™ programme in Ireland, we look forward to celebrating Ireland's ChangeMakers leading entrepreneurship on our island and who make truly exceptional changes to our society through their relentless determination to succeed.

Here's to the entrepreneurs creating a better world.

[#EOYIreland2022](#)

[#ChangeMakers](#)



Frank O'Keeffe

Managing Partner, EY Ireland

Over the past 25 years, it has been EY Ireland's great privilege to lead a programme dedicated to supporting entrepreneurship on the island of Ireland. Through the EY Entrepreneur Of The Year programme we aim to celebrate and nurture this incredible group of people whose drive and determination to stop at nothing short of great success is truly inspirational.

An entrepreneur's journey is not without challenges and there are few who are courageous enough to take the road less travelled, but these men and women are a driving force behind job creation on our island. Their creativity and bravery are key to ensuring we maintain robust economies, both North and South, in an uncertain climate.

The 25th year of the programme truly feels like a milestone and as Managing Partner of EY Ireland I am enormously proud of the community of business leaders that make up this unique group. The programme not only recognises the work of these exceptional entrepreneurs but also provides an invaluable business network and great business opportunities within a hugely supportive group.

The theme of our 2022 programme is 'The Changemakers'. Our group of entrepreneurs drive positive change across the island of Ireland, and they are relentless in their pursuit to make Ireland a better place to live and work for all of our island's people. Their determination and resilience have never been more important, and I look forward welcoming our 2022 finalists to what promises to be another exciting year for EY and the programme.

A handwritten signature in white ink that reads "F O'Keeffe". The signature is stylized and written in a cursive-like font.

“Entrepreneurs tend to be obsessive and when we set our sights on a goal, we put all our energies into reaching it. Being named as EY Entrepreneur of the Year™ has been one of the most rewarding experiences of my career, validating years of hard work and ambition, and opening up a whole new business network for Zeus.



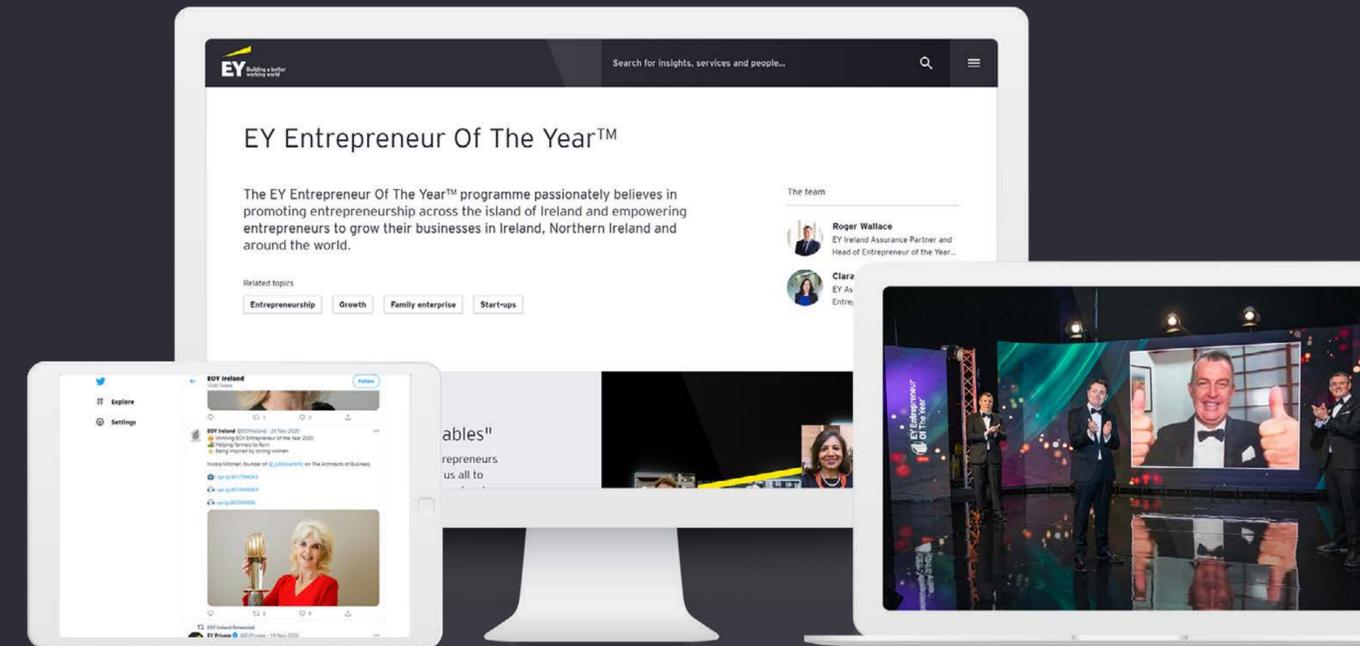
Brian O'Sullivan
Zeus Packaging
2021 EY Entrepreneur Of The Year™ Ireland

INITIATIVES

We passionately believe in promoting entrepreneurship across our island and empowering entrepreneurs to grow their businesses both in Ireland and around the world.

By becoming a finalist, your prize includes but is not limited to:

- ▶ Peer mentoring and network
- ▶ Media profiling across national & local newspaper and broadcast media
- ▶ Finalist specific digital content creation and profiling to a global audience
- ▶ An invitation to join our annual CEO Retreat
- ▶ Bespoke EY Enterprise Evolution Sessions with EY Partners
- ▶ In-depth profiling on our website, eoy.ie, and on our social media platforms
- ▶ Business development opportunities with our programme sponsor
- ▶ A table of ten at our EY Entrepreneur Of The Year™ Gala Awards Dinner 2022 (COVID-19 restrictions dependent)
- ▶ Membership of a unique and trusted network
- ▶ Bespoke Growth strategy workshop session: 7 Drivers of Growth



WHAT'S INVOLVED IN THE PROGRAMME?

INITIATIVES

By becoming a finalist, you will also be automatically inducted into the Alumni community.

This collection of the best entrepreneurial businessmen and women across the island of Ireland grows every year. The Alumni harnesses their wealth of experience to create a unique culture, sharing disruptive ideas and knowledge with their fellow Alumni, as well as acting as a support network to each other.

We are immensely proud that over 75% of our Alumni do business with one another. EY support our alumni through private sector and key topic interactions on an ongoing basis bringing the best entrepreneurial, thought leader and EY global content to the group.



WHAT'S INVOLVED IN THE PROGRAMME?

INITIATIVES

560

Alumni

75%

of our alumni
do business together

€21b

Alumni combined
revenue

171,000

total employee
headcount



“Entrepreneurs are never satisfied, never feel good enough; so even though I’ve dreamed of winning the EY Entrepreneur Of The Year Programme™ all my life, it’s not about the winning, it is about the journey you take and all the courageous entrepreneurs within the community I’ve met along the way – all of whom inspire me to do better.



Nicola Mitchell
Life Scientific
2021 EY Entrepreneur Of The Year™ Ireland

NOMINATION PROCESS

NOMINATION DEADLINE
28TH FEBRUARY 2022

ELIGIBILITY CRITERIA

- ▶ EY Entrepreneur Of The Year™ is an all-island programme.
- ▶ Nominees must own a minimum of 5% of the company (publicly listed companies will be assessed on a case-by-case basis).
- ▶ Nominees must be primarily responsible for the recent performance of the company.
- ▶ Nominees must either be Irish or running a company based on the island of Ireland.
- ▶ Turnover in excess of €1 million or £1 million.
- ▶ The nominee's company must be trading for a minimum of two years (companies with a long R&D process pre-commencement of trading, early-stage life sciences and technology companies and companies that have received significant investment are dealt with on a case-by-case basis).
- ▶ If nominees have previously applied and not been shortlisted to the final 24, our judging panel welcomes and encourages them to apply multiple times. Some of our previous finalists and even winners have successfully been invited into the programme after multiple applications.

WHO CAN NOMINATE?

Anyone, including employees, company advisors and financiers, can nominate a successful entrepreneur, with their consent. Many of the nominations come from the entrepreneurs themselves.

WHAT'S INVOLVED IN THE PROGRAMME?

NOMINATION PROCESS

THREE STEP PROCESS

Nomination

Take a few minutes to fill out a nomination form on our website by **28th February 2022**. Nomination forms will be subject to an initial screening process by our independent assessment panel, which may include a follow up call.

Interview

If successful, an interview will be scheduled with senior EY personnel, and a comprehensive and confidential report will be written on your entrepreneurial journey for submission to the judges.

Shortlist

After carefully reviewing these reports, our independent judging panel will meet in April to decide who our 24 Finalists will be for 2022.



CATEGORIES

The categories in our EY Entrepreneur Of The Year™ programme apply to a wide range of businesses across all sectors on the island of Ireland.

These range from fast growth entrepreneurial businesses, established international groups to longstanding family enterprises. This wide range of business leaders and entrepreneurs is the backbone of our alumni community and what makes it such a valuable and unique network.

A winner will be selected from each of the Emerging, Established & International Categories, and of these three winners, our overall winner will be selected.

The Sustainability Award

Recognising the critical importance of innovation leadership in meeting our collective sustainability challenges, we are introducing the new Sustainability award to the EY Entrepreneur Of The Year™ Ireland programme. This award is presented to the finalist who is making the biggest contribution towards environmental sustainability through their business. They are striving to protect our future by providing solutions and taking transformative business actions to address some of the world's most pressing environmental issues and concerns.

WHAT'S INVOLVED IN THE PROGRAMME?

EME

Emerging

Nominees in the Emerging category run businesses that have been trading for a minimum of two years. They are ambitious entrepreneurs who have started a business which is growing quickly. They are high-potential, dynamic, resourceful and 'ones-to-watch' for the future.

EST

Established

Established, longstanding businesses with a pedigree of growth and innovation, contributing significantly as employers on the Island of Ireland. Including some of our greatest family businesses, our Established finalists are market leaders in their sectors and have made a significant contribution to the economy over a considerable period of time.

INT

International

The International category consists of entrepreneurs who are global players. Their companies operate in multiple markets across the globe and can be headquartered here in Ireland or overseas.

WHAT'S INVOLVED IN THE PROGRAMME?

2022 PROGRAMME

JANUARY

20 January
Nominations
Open

FEBRUARY

Pitch Perfect
Alumni Event
28 February
Nominations
Close

MARCH

Nominee
interviews

Spring Energiser

APRIL

Judging Round 1
24 Finalists
Chosen by our
judging panel

MAY

24 Finalists
Announced across
Irish Media

EOY "Meet the
2022 Finalists"



JUNE

EY World
Entrepreneur of
the Year™ 2022

JUNE - OCTOBER

Finalists
Entrepreneurial
Evolution Sessions

Finalist digital series
filming

SEPTEMBER

CEO Retreat

OCTOBER

EOY "Meet the
2022 Judges"

NOVEMBER

EY Entrepreneur
of the Year
Awards™ 2022



WHAT'S INVOLVED IN THE PROGRAMME?

FEMALE FORUM

In 2020 we saw our second ever female EY Entrepreneur Of The Year™ Ireland winner, Nicola Mitchell, of Life Scientific and in 2021 Aimee Connolly of Sculpted By Aimee was crowned 2021 EY Emerging Entrepreneur Of The Year, our youngest ever category winner. We believe that it is vital to support and encourage our female alumni members and promote entrepreneurship amongst women in Ireland and we are proud to share that 2021 saw our highest ever number of female finalists.

A key element of our EOY Alumni Community is our Female Forum, where our female alumni members and prominent Irish female entrepreneurs and leaders come together to discuss ideas, collaborate, and encourage each other to continue in their pursuit of entrepreneurship.

We are incredibly proud of the achievements of all of our female Alumni Members, and we are always looking out for the best and brightest female entrepreneurs in Ireland to join our ever-expanding alumni community and attend our various female forum events.



“The EY Entrepreneur of the Year™ programme was such a scary thought to me at first but has turned out to be one of best things I have ever done. Not only do you meet brilliant people along the way, you push yourself from a business leader sense and most importantly there is a real sense of community that I think is very rare and special.



Aimee Connolly
Sculpted By Aimee
2021 EY Entrepreneur Of The Year™ Ireland

JUDGING CRITERIA

Our panel of independent judges is at the heart of the integrity of EY Entrepreneur Of The Year™.

When reviewing the judging reports, the judges are looking for evidence of specific entrepreneurial traits:

- ▶ Entrepreneurial spirit and vision
- ▶ Financial performance
- ▶ Innovation
- ▶ Strategic direction
- ▶ Sustainability and growth in employee numbers
- ▶ Industry impact
- ▶ Personal integrity/influence
- ▶ Risk management

The Independent Judging Panel comprises of previous category and overall winners of The EY

Please visit our website to find out more about the judging process, criteria and judging panel.



CEO RETREAT

Along with our gala awards ceremony, the highlight of the EY Entrepreneur Of The Year™ calendar is the CEO Retreat.



Our 24 Finalists are invited to join our EOY Alumni on a week-long retreat. This is Ireland's largest unofficial trade mission and offers an exceptional calibre of executive education in the world's top universities, as well as unrivalled networking and business development opportunities for the cohort of Finalists and EOY Alumni who attend. In previous years, our annual CEO Retreats have taken us to many different cities, including Hong Kong, San Francisco, Vancouver, and Berlin, and in 2020 we hosted our first ever virtual CEO Retreat. 2021 saw a return to in person retreats, when we hosted our first ever Ireland CEO Retreat at The Europe Hotel, Killarney in October 2021.

Year on year, the CEO Retreat has been the source of many new ideas, collaborations, and invaluable relationships for the island's most prestigious entrepreneurs.



EY WORLD ENTREPRENEUR OF THE YEAR™

EY Entrepreneur Of The Year™ is a global programme run by EY in over 145 cities across 60 countries worldwide. Every June, individual country winners come together in Monte Carlo for the EY World Entrepreneur Of The Year™ Awards.

Nicola Mitchell of Life Scientific represented Ireland at the EY World Entrepreneur Of The Year™ Virtual awards in June 2021. JungJin SEO, of South Korea based Celltrion Group, was named EY World Entrepreneur Of The Year™ 2021. The interconnection between all of the global EY Entrepreneur Of The Year™ programmes is another example of the invaluable benefits of the programme.

This year, we are delighted that **Brian O'Sullivan of Zeus Packaging** will be representing Ireland in June 2022. We are excited to be able to share more information with you about this event in the coming months.



We were honoured to be joined by His Royal Highness The Prince of Wales at the 2021 EY World Entrepreneur Of The Year™ awards. Previous speakers at EY World Entrepreneur Of The Year™ also include, Martha Stewart of Martha Stewart Omnimedia; Paul Polman of Unilever; Alma Clooney, International Human Rights Attorney; Dan Schulman President and CEO of PayPal; and Felix Baumgartner, Pilot, Red Bull Stratos, to name but a few.

EY PRIVATE

EY PRIVATE

EY has unrivalled global experience of advising and supporting the world's leading private businesses, from Silicon Valley to multi-generational family businesses to our best-in-class EY Entrepreneur Of The Year™ programme. This is the core focus of our global firm.

As a leader of a private or family business, you have the drive to challenge and grow your business to its full potential. As globally connected advisors who appreciate your ownership mindset, our EY Private specialists and teams are dedicated to helping you drive your strategy and are personally invested in supporting private businesses reach their true potential.

In EY we are, ['Advisors to the Ambitious'](#)



“EOY? Initially a sceptic, the learning gained through accessing the latest insights, ideas and research on leaders’ motivations and skills shared by the other finalists has proved invaluable. Well worth the commitment. Go for it!”



Joseph Doherty

Re-Gen Waste

2021 EY Entrepreneur Of The Year™ Ireland



Roger Wallace

Partner Lead, EY Entrepreneur Of The Year™ Programme

2022 is the 25th year of the EY Entrepreneur Of The Year™ Ireland programme and we start the year with both optimism and belief that despite the ongoing challenges of COVID-19, that the health of Irish business and job creation is strong, with world class entrepreneurship and innovation overcoming obstacles to drive and strengthen our economy and our communities, both North and South.

Over the past 25 years of the EY Entrepreneur Of The Year™ Programme in Ireland, we have seen a generation of outstanding entrepreneurs and businesses make fundamental changes to our Island, providing both opportunity and confidence to countless people. Thanks to these leaders, the culture of entrepreneurship is now both widely and deeply rooted in Ireland and will continue to be an incredibly important source of technical and scientific innovation, business growth, job creation and economic growth for our Island, inspiring more and more talented people to join the ranks of entrepreneurs and impact the lives and opportunities for many around them.

The purpose of the EY Entrepreneur Of The Year™ programme to acclaim, drive and inspire entrepreneurship remains as relevant and valuable now as compared to any stage over the past 25 years. We at EY are immensely proud of the contributions our 560 Alumni members make to

our island's economy and society and of the role our EY Entrepreneur Of The Year™ peer network plays in their ambition and success.

The theme for our 25th year of the programme is 'The Changemakers' - celebrating 24 new finalists and the generation of entrepreneurs who comprise our past finalists and continue to be the driving force of Irish entrepreneurship. In 2022 we will challenge our Finalists and Alumni to disrupt the status quo and revolutionise their industries, creating opportunities and developing our island's resources.

Undoubtedly, innovation and leadership is needed to meet our collective challenge in respect of environmental sustainability. Entrepreneurs are at the heart of many of the fundamental changes being made in this regard, and this year we add a new award to recognise a finalist who's business is making a significant impact in respect of environmental sustainability with the aim of acclaiming progress and inspiring creativity and change where it is most required.

I look forward to 2022 with optimism as we continue to celebrate, guide and support entrepreneurship across the island of Ireland and in particular, I look forward to welcoming our 24 newest members to this unique and inspirational group.

A handwritten signature in yellow ink that reads "R Wallace". The signature is stylized and written in a cursive-like font.

EOY TEAM

The EY Entrepreneur Of The Year™ team are the energy and drive responsible for delivering the EY Entrepreneur Of The Year™ programme.

Contact us on eoy@ie.ey.com if you have any questions, want to find out more or need assistance during the nomination process.



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OUR TEAM

JOIN US ONLINE

For more detailed information on the EY Entrepreneur Of The Year™ programme and all our initiatives please visit our website.

Digital nomination forms can be filled in and submitted on our website while our nomination window is open.



EY Entrepreneur Of
The Year Ireland



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The Year Ireland



EOY Ireland



EOY Ireland

#EOYIreland2022

#ChangeMakers

#ArchitectsOfBusiness

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GOVERNMENT AGENCY SPONSORS



Invest Northern Ireland is the region's business development agency. It helps new and existing businesses to create jobs, innovate and grow their exports, while attracting new investment to grow the local economy. Invest Northern Ireland has been part of the EY Entrepreneur Of The Year™ since day one and have provided an incredible amount of support throughout the years.

 investni.com

 [@InvestNI](https://twitter.com/InvestNI)

 [Invest Northern Ireland](https://www.linkedin.com/company/invest-northern-ireland)



Enterprise Ireland is the Irish government organisation responsible for the development and growth of Irish enterprises. Through partnerships, Enterprise Ireland helps Irish companies to start, grow, innovate and scale internationally in global markets. Since the very beginning, Enterprise Ireland has been an amazing supporter of the programme and has made a huge contribution over the years.

 enterprise-ireland.com

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 [Enterprise Ireland](https://www.linkedin.com/company/enterprise-ireland)

MEDIA SUPPORTERS



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 newstalk.com

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THE IRISH TIMES

The Irish Times is a broadsheet daily newspaper, which has delivered top quality news, opinion and analysis since it was first published in 1859. Some 793,000 people read the Irish Times each week. The Irish Times with [irishtimes.com](https://www.irishtimes.com) is an authoritative and independent commentator and analyst on important events in the affairs of Ireland - North and South - Britain, the European Union, the United States and the wider world. It is the only Irish news organisation with a network of correspondents around the world, who provide a view of the world through Irish eyes.

 [irishtimes.com](https://www.irishtimes.com)

 [@IrishTimes](https://twitter.com/IrishTimes)

 [The Irish Times](https://www.linkedin.com/company/the-irish-times)

EY | Building a better working world

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ED None

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