

Leadership Insight – Nicola Byrne



Nicola Byrne, CEO Cloud90,
Founder/CEO 11890,
President of the Irish
Exporter's Association
2017-2018

Your Career and Business

Where did your career begin?

I started my career as an export clerk in Gateaux cakes. I looked after all the exports orders and documentation for exporting cakes around the world. Gateaux had about 60% of the packaged cake market in Ireland. The main factory was at Finglas, Dublin which was established in 1949, with two thirds of their sales in the home market and one third exported. The Gateaux label was known in 57 countries. One of their famous exports was the Molly O'Rourke tinned cake which was liberally laced with

spirits and it sold well in Australia and New York where the Macy's department store was a regular customer. I spent four and a half years there and learned a huge amount. I then worked in Jacobs as a brand assistant on all the Danone non-biscuit brands, which were HP Sauces, Evian, Cracottes, Liga baby foods and Lea & Perrins. From there, I went to Bank of Ireland and worked as a brand manager for Mastercard, changing it from Access to the Mastercard brand for all the banks. From here, I joined AC Nielsen for two years and after all that I set up my first business at the age of 27 which led to setting up 11890 in 2006. Cloud 90 is part of 11890.

► Continued on Page 22

Your 2018 Tax Publications

Available February 2018:

Capital Tax Acts 2018	Michael Buckley	€125	978 1 52650 128 8	Paperback
Irish Tax Reports 2017	Mark Tottenham	€145	978 1 52650 193 6	Paperback
The Taxation of Companies 2018	Michael Feeney	€225	978 1 52650 207 0	Hardback
Tax Acts 2018[†]	Available as part of an Irish Tax subscription			Online
VAT Acts 2018[†]	Available as part of an Irish Tax subscription			Online

Available May 2018:

Irish Income Tax 2018	Tom Maguire	€225	978 1 52650 159 2	Hardback
------------------------------	-------------	------	-------------------	----------

Have you tried our online service? (We offer free trials - for more information contact Sean O'Neill)

Bloomsbury Irish Tax Online (1-3 user licence)	€895 + VAT per annum*	Online
---	-----------------------	--------

[†] Tax Acts and VAT Acts will be online-only publications, which will now be updated periodically throughout the year.

3 ways to order:

Buy online at www.bloomsburyprofessional.com
Call 00353 (0)-6373920
Email jennifer.simpson@bloomsbury.com

For further information on our online services
contact: sean.oneill@bloomsbury.com

* No VAT applied if VAT number supplied



Bloomsbury Professional



► Continued from Page 21

How did Cloud90 come about and evolve?

Necessity is the mother of all invention. We realised that social media data is coming in huge volumes to businesses and that 4000 posts takes 33 hours of reading (at 30 seconds reading a post) and that's before a single action is taken. The issue for business was that this data was coming 24 hours a day and contained data that needed action, contained risk or needed to be sorted by content. We had the infrastructure to deliver that with our call centres so we built a process that allowed us to read the content, analyse it and deliver it in real time to the people who needed to action the data all based around the rules of the business we were working with.

The human process on top of the technology is what delivers the final piece. Risks are complex and much as we hear about amazing technology and artificial intelligence, they still have a huge way to go to get near the emotional intelligence and judgement of a person. We can now classify words, thoughts and opinions expressed online and can deliver online reputation security as well as business analytics in real time to allow only the correct relevant data into the decision process. It's been a really interesting journey over the last couple of years and I know it's only starting. The hardest bit is explaining what we do, the good news is that when people see it in action they get it immediately.

What are your key goals as CEO of Cloud90?

Since the recession we have been trying to replace our directory enquiry revenue through innovation and delivery of new products to the market. The key goal now is to continue to grow our revenue through key partnerships and continuing innovation. It has taken awhile in this new digital world for businesses to see the value in putting technology and people together. The great news for Cloud90 is that our clients have been with us on this journey and even with all the technology advances still see us as the only solution so long may it continue! We are seeing great success with RiskEye in the insurance world so the goal is to keep going, work hard and enjoy the journey.

How can we protect ourselves against risks?

The world is changing so fast as are the risks. This year the Global Risk Management survey from AON had Reputation Risk as the number one risk in the world. This is down to the power of social media and its' ability to destroy a business or person in seconds. When we started the monitoring, we believed that customers of a business would be the biggest risk. It turns out that the data tells a completely different story with employees taking a leading role in the harm, whether they are unhappy, badly trained or just unaware of the harm they are causing. The story of the lady giving an offensive signal to Donald Trump as his motorcade passed was enough to get her fired. Everything is recorded now for good or bad and the bad out numbers the good by an average of 5 to 1. Software can't be your risk manager and your risk manager shouldn't be glued to their screen trying to find the risk. What's needed is to find a business that specialises in online risk management and hire them. Cloud 90 and RiskEye are the first to create Online Reputation Security and is now working with the world's leading insurer to protect businesses 24 hours a day in this space. The new world is bringing new risks and we must keep working on ways of getting ahead of it. At the moment that just isn't the case for most businesses.

To date, what has been your career highlight?

There isn't any one highlight. I like working and getting things done and the old saying it's a journey not a destination describes how I think about it. The real highlights are the great people you meet and work with on the journey and I have been fortunate to meet so many talented, hardworking and kind people.

Personal Life

How do you maintain a work-life balance?

It's easier now, I just stop working. The older I get the more I realise my limits and I know I make sure I completely switch off so that I can enjoy being at home and not leave my brain in the office. It took a lot of practice to learn that, particularly with the all-pervasive mobile phone which allows the work to follow you anywhere.

What do you enjoy doing in your spare time?

Kids, family and friends. Saturday nights are dinner for 12-15 people depending on who's around followed by whatever Simon Cowell production they have on the TV. It's a long-standing tradition and a great way to touch base with everyone to see how their week was. The rest of the week is just normal family stuff.