

IRIDESCENCE

Iridescence believes in bringing together the very best resource for each individual project. We also believe in providing senior consultants with 'real world' commercial experience and a hands-on practical approach, who will personally handle every element of the project. We therefore ensure that strategic expertise and detail-consciousness go hand-in-hand.

Although Iridescence works with a variety of specialists, depending on the brief, the lead consultant and Director of the company is Finella Devitt. Her professional experience has been gained at Chief Executive and Director level, with previous roles in Scotland as Chief Executive of House for an Art Lover, a £6m arts attraction in Glasgow and Chief Executive of Loch Lomond Shores, a £60m tourism and retail development in Dunbartonshire. Prior to this, she was responsible for marketing one of Europe's top fine paper brands with multinational company Arjo Wiggins Fine Papers where she managed an annual marketing budget exceeding £1m. She was also Director of North of Scotland European Partnership where she attracted significant funds from Brussels for Scottish organisations.

Finella holds a Bachelor of Science Honours Degree in Marketing with French and German and a Diploma of the Chartered Institute of Marketing. She has also attended fast-track management courses in UK, France and Belgium.

FINELLA DEVITT – PROFESSIONAL PROFILE

- An entrepreneurial, visionary senior executive with creative flair and a passion for quality
- Strong business development skills with track record in revenue generation
- Combines an intuitive approach with commercial acumen
- Excellent interpersonal and people-management skills
- Clear communicator with ability to inspire, motivate and negotiate
- Multilingual business training (French/German/Spanish)

FINELLA DEVITT – CAREER SUMMARY

Director, Iridescence Ltd (Marketing and Business Development Consultancy), '01 – present date

Chief Executive, Loch Lomond Shores, Loch Lomond, Scotland, '99 – '00

Chief Executive, House for an Art Lover, Glasgow, Scotland, '95 – '99

Senior Product Manager, Arjo Wiggins Fine Papers, Basingstoke, England, '94 – '95

Marketing Manager, Donside Paper Company, Aberdeen, '93 – '94

European Development Manager, N. Scotland Euro. Partnership, Aberdeen, Scotland, '91 – '93

Brand Manager/Consumer Consultant, Arjo Wiggins Fine Papers, England, '89 – '91