

## **National Dairy Council ramps up its Communications Offering with Two New Appointments**

**27<sup>th</sup> October 2016:** The National Dairy Council (NDC) is delighted to announce two new appointments in the communications area. Cathy Curran has recently joined as Communications Manager and Jeanne Spillane as Content Marketing Manager.

Jeanne's professional background has been a hybrid of Science, previously working as a Podiatrist, she moved into the area of Healthcare PR and ultimately formalised this career path by undertaking the MSc. Marketing Practice from UCD Michael Smurfit Graduate Business School. She then joined the Digital Publisher Maximum Media in 2014 where she took on the role of a Business Development Executive and ultimately Key Account Manager. It was during her time here that she began to appreciate & relish the vast landscape of digital advertising. Ms. Spillane developed a particular passion for storytelling, content creation & social media for brands. She will be in charge of all day to day social media and content management for the NDC.

Cathy Curran has over 18 years of experience in PR and Communications and has worked both in-house and in agency for a number of major multinationals across multiple sectors. She has significant experience in Health Communications having worked in the Healthcare team at Edelman PR and in communications for a number of pharmaceutical multinationals including Abbott and Bayer. Cathy has also worked across numerous brands within the FMCG, consumer health, energy and food sectors. She most recently worked with as a Freelance PR Consultant promoting Irish Artisan food producers as well as food focused events and campaigns.

**For further information please contact Cathy Curran, Communications Manager, National Dairy Council, [ccurran@ndc.ie](mailto:ccurran@ndc.ie) Tel: 01 290 2518 or 086 8777 664.**