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CIAN BRANAGAN

ForeFront Sports Management



Cian Branagan left Ireland for London in 2012 to fulfil a dream of working for ING, the biggest sports agency in the world, having worked in the area of golf events in Ireland up to that point.

Seven years later, he returned to his native Malahide in Co Dublin in November 2019 to fulfil another dream – setting up and running his own company. “It was time to move back,” he says. “My wife and I are both from here and I always had a goal to set up my own agency here.”

Cian set up ForeFront Sports Management in March 2020, and despite the immediate arrival of a global pandemic, he hasn’t looked back. “I wanted it to be an events and talent agency with golf at the core of the business. But when Covid hit, events were cancelled and people weren’t playing golf, so I pivoted to work with international golfing brands that weren’t in the market in Ireland,” he says.

“We’ve got three pillars to the company now, the brands being the main one

currently. We work with them on their sales and marketing and on different strategies for events and player endorsements. Then we’ve got the events division, which is slowly starting to come alive now, and we’re starting to build out a small portfolio of athletes in various sports. Covid has accelerated the uptake in golf. The demand for everything golf-related is growing and with golf being the core of our business, it’s been really good.”

Cian didn’t find the formation of his company particularly difficult. “The business evolved pretty quickly once I promoted it on LinkedIn. I had one or two brands reach out to me saying they were looking to get into the Irish market,” he says.

Not only did he launch his business during a pandemic; he also got married and he and his wife had their first child. “We had a pretty crazy year but being around our families and having that close knit community base here has been really important for us,” he says.

Cian found the Back for Business programme to be an excellent experience in a number of ways. “The biggest thing I got from it was reassurance,” he says. “There were other people going on the journey with you. It was obviously a very vulnerable time during Covid. Being able to converse with other people who were having the same struggles as you was great.” Learning from the experience of Lead Entrepreneur, Áine Denn, was another key benefit of a programme he strongly recommends.

As well as Cian, ForeFront Sports Management has two part-time employees and a positive outlook for what the future holds. “We hope to have our events division fully up and running by the end of the year. We’re getting into the golf VR space at the moment through a company we are working with. By year end, I hope to have three Irish golfers on the team and, ideally, we will have eight brands – all brought into the Irish market for the first time. It’s very promising from our perspective.”

POSITION

Founder / CEO

WHAT WE DO

We are a Dublin-based sports management company that works across many divisions offering an elite level of expertise, passion and dedication.

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