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MARTIN KILMARTIN

Sionnach Buí



Initially from Connemara in the west of Ireland, Martin Kilmartin moved to Montreal in Canada, where he set up his own software services company.

Before moving to Montreal and following graduation from the Software Development degree program at GMIT (now the Atlantic Technological University), Martin worked for two Irish start-ups in the travel tech space, Galway’s Traventec and Dublin-based OpenJaw Technologies.

“It was a tremendous experience working alongside vastly experienced and adept colleagues while developing e-commerce solutions for major international airlines such as British Airways and SAS.”

When Martin emigrated to Montreal in 2010, it was mainly due to his experience at OpenJaw Technologies and their stellar reputation in the travel tech domain that led him to begin developing software solutions for Air Canada.

“It was an incredibly dynamic business environment, with mergers, acquisitions, insourcing & outsourcing paving the way for me to become an entrepreneur when

Air Canada required me to set up my own software services business.”

To emigrate back to Ireland, and with the help of his brother during the Coronavirus virus lockdowns, Martin set up his software company, Sionnach Buí, in Ireland in 2019.

Sionnach Buí helps travel and tourism businesses integrate e-commerce solutions into their businesses. “It’s increasingly important that smaller businesses have e-commerce solutions that can match larger competitors while not requiring tremendous up-front or on-going investment from the business. I have much experience in various aspects of e-commerce, such as web and mobile application development, analytics and digital marketing. I love to help smaller businesses improve or begin their digital presence to meet their business needs today and into the future,” he says.

The plan to return to Ireland stems from a desire to be closer to family. “I’m married here with children, and my wife is from India, so we’re both far from family,” he says.

Martin found that some of the processes involved in setting up a business in Ireland were more complex than in Canada. Still,

he says client acquisition has not been complex, as everyone is working online due to the pandemic.

He says the Back For Business programme motivated him to keep going, and he received excellent advice from Áine Denn, his Lead Entrepreneur. He has no hesitation in recommending the programme. “It’s an opportunity not to be missed and may be essential for those returning after an absence,” he says.

Martin’s standout moment for the business so far was very encouraging: “I was paid scheduled payments ahead of time, as well as more than was invoiced. That was quite a moment,” he says. “They decided the service was better than they had experienced in the market.”

As well as Martin, Sionnach Buí currently employs three part-time contractors to service clients in Canada and Ireland. He plans to establish the company as a go-to software partner for companies in the travel and tourism sector. “We particularly like to work with companies in the Gaeltacht that want to improve their digital presence, as we are big supporters of the Irish language,” he says.



POSITION

Owner/CEO

WHAT WE DO

Software development services, primarily focused on e-commerce solutions in the travel & tourism sector.

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