



Irish Abroad Unit



An Roinn Gnóthai Eachtracha  
Department of Foreign Affairs

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RONAN PURCELL

Fort Energy



Ronan Purcell, a native of Athy in Co Kildare, and his wife Tara left Ireland in search of adventure in 2011 after Ronan had spent over a decade as an officer in the Irish Defence Forces.

The pair chose Australia as their destination because Tara could transfer there with the global company she worked for in Dublin, and a new life in Sydney began.

Ronan had qualified as an electrical engineer while in the army and he was keen to experience a technical engineering role as well as finding out what it would be like working in the private sector.

“I got a job with a commercial solar start up. I came in under the two founders and took charge of their operations,” he says.

Over the next decade, Ronan worked in senior positions for the largest energy company in Australia, where he set up new business units in the renewable space; and for the State Government of New South Wales, where he worked directly for the Minister for Energy and helped with the transition from fossil fuel to renewable energy generation.

The couple decided to move back to Ireland in 2021 when the eldest of their three sons was ready to start school and Ronan set up Fort Energy, a specialist energy advisor and renewable energy developer.

They moved to Galway, where Tara is from, and have been delighted with their decision. “It’s brilliant being back and reconnecting with friends and being closer to family,” Ronan says.

Fort Energy provides independent energy analysis, auditing, and advice to improve energy efficiency, lower energy costs and reduce carbon emissions. It also develops and operates on site renewable energy assets such as solar PV, battery energy storage systems and EV charging stations.

“I always had a desire to set up my own business. I felt I had developed the necessary skill set, and I am very passionate about energy. I love working in this sector and see huge opportunities. It’s an exciting and impactful space to be in,” Ronan says.

As well as offering consultancy and advisory services, Ronan is also in the process of developing an energy management

platform that will enable clients to get a better understanding of how they are using energy so they can be more efficient.

Initially, Ronan found the process of setting up a business here challenging. “In Australia I knew and understood the market,” he says. “I had a great network of contacts and then came back to Ireland with none of that. That was a huge challenge, but I kept working at it through developing my network, analysing the market and leveraging support like the Back for Business programme.”

Ronan says Back for Business was a brilliant help to his business for several reasons including the high-quality mentorship, the professional advice that was brought in by the organisers, the accountability and having the opportunity to pitch his business offering to fellow entrepreneurs.

Having recently expanded his staff, Ronan’s plans for the future of Fort Energy are to grow the advisory, consultancy and project management side of the business with more hires within the next 12 months and to launch and further develop the energy management platform.



#### POSITION

Founder and CEO

#### WHAT WE DO

Fort Energy is a specialist energy advisor and renewable energy developer supporting SME, commercial and government sectors.

#### CONTACT US

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