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SHEMAINE DOYLE

Brave



When Shemaine Doyle, who is from Firhouse in Dublin, left Ireland in 2010 she was motivated by a simple desire to go somewhere abroad.

She had been working in marketing for Cuisine de France and approached two of the directors who were leaving to set up a bakery business in Dubai. “I knew they weren’t going to move out there, so I offered to go to Dubai and had moved over within two months,” she says.

Shemaine intended to go for two years but ended up staying away for 11. She stayed with Cuisine Royale, which imported par-baked bakery products into the Middle East, for a couple of years before taking on the role of Marketing Manager for Costa Coffee for Emirates Leisure Retail.

“Emirates Leisure Retail is the hospitality arm of Emirates Group. They own and operate 150 Costa Coffee stores throughout the UAE. They also have Pret a Manger, Giraffe, a lot of bespoke brands that they have created and a lot of collaborations with beverage brands,” she says. “I started out as Marketing Manager and became Head of Marketing for the group.”

While in Dubai, Shemaine got married and had two children, which ultimately led to

her moving back to Dublin in 2021. “We knew our parents weren’t getting any younger, and we wanted to rear our kids in Ireland. We knew it was a better quality of life and a better place for our kids to grow up, close to family,” she says.

“On a professional level, I knew I was coming to a junction in my career where I was going to make a big change, but I wanted to ensure my kids came first. It made sense that that was going to happen in Ireland.”

Shemaine says returning to Ireland has definitely worked out well. “It’s wonderful because I’m close to my family and within a few hours we can be with my husband’s family in Wales. There’s nothing that can beat that sense of being home and being in this familiar place again,” she says.

Shemaine set up her marketing agency, Brave, in August 2022. Brave is focused on unlocking opportunities for challenger food and beverage brands and bringing them to life in brave and bold ways.

“I have an absolute passion for food and a passion for marketing, so, I set up Brave. My mantra was that I’d rather do it and fail than not do it and regret it. It was quite easy to start. It’s all about networking and people and getting out there,” she says.

Brave works with businesses on a strategic level to identify where they have growth opportunities and then helps them to bring those opportunities to life. “We support food and beverage businesses on all of their marketing needs. Marketing is a critical pillar to support the growth of businesses but not every business can afford a marketing team and that’s where we come in and support and advise them on how to get the most out of their marketing budgets.”

Shemaine says winning her first client was a stand-out moment for the business. “All you need is that one little break and that is the catapult to start. It’s like a domino effect,” she says.

Shemaine found that the Back for Business programme was a great help to her. “It’s the support. It’s the network. It’s learning. It’s being driven and being mentored and motivated. I would 100 percent recommend it to anybody coming home and setting up a business,” she says.

Shemaine has a portfolio of some well-renowned Irish and international food and beverage brands, and she has two people working for her with a plan to keep growing but in a way that fits around family life.



POSITION

Managing Director and Founder

WHAT WE DO

Brave is a marketing agency that unlocks opportunities for challenger food and beverage brands and brings them to life in a brave and bold way.

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