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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,” 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. “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 a plug-and-play marketing team that works with small, medium and large businesses in the food and beverage industries. Shemaine comes in to a client company at the director level and provides strategy, planning and execution primarily to businesses that don’t have in-house marketing teams.

“I have an absolute passion for food and a passion for marketing, so, I set up Brave. 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. “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.”

“We have worked with over 25 Irish food and beverage businesses, and the client list is constantly growing through networking and recommendations.”

Shemaine found that the Back for Business programme, which she did in 2023, was a great help to her, and she also did Back for Business Further Development in 2024. “Both were excellent. It’s the support. It’s the network. It’s learning. It’s being driven and being mentored and motivated. And they continue to support you after you have finished. You still feel that you are part of that network,” she says.

Shemaine has two people working for her along with a team of freelancers, and she plans to keep growing the business in a way that fits around family life.



POSITION

Managing Director and Founder

WHAT WE DO

Brave is a plug-and-play marketing team that supports food and drink businesses with their marketing needs from director-level-thinking to hands-on-execution, they slot in seamlessly to help build Brave Brands!

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