



Jacqueline O'Donovan proved to be a 'big hit' as she took part in the impressive line-up at Ireland's leading premier SME conference the Real Deal 2023 that took place recently at the prestigious venue Goffs in County Kildare, Ireland. Jacqueline took to the stage to share her entrepreneurial and commercial expertise alongside a line-up of high-quality business leaders who have achieved outstanding success in their respective fields.

With over a thousand delegates in attendance, Jacqueline shared insights and anecdotes from her varied business career that has resulted in her success to date. Whilst inspiring Irish business representatives and entrepreneurs with tales from her life as one of only a handful of female CEOs of an independent waste management business in the UK, she also filled the impressive venue with laughter with her 'nononsense' witticisms and candour. The Real Deal conference is an event for Irish SMEs and leaders looking to upscale and evolve their

businesses by providing crucial insights and information on the necessary direction, due-diligence and framework needed to harness success and transformation. The annual conference is organised by Renatus, Bank of Ireland and Fitzgerald Power.

Speaking of her participation, Jacqueline commented: “I really enjoyed my appearance as a guest speaker at the Real Deal 2023. The atmosphere from the huge crowd was both engaging and welcoming. I love being able to share my unique business experience with others and if my involvement helps just one person to grow and improve in confidence and believe that they are capable of growing and upscaling their business, then that to me, is a day well spent.”

Mark Flood, Director of Renatus Capital Partners said “Jacqueline lit up our Real Deal conference. While her straight talking quips were entertaining, the admiration in the room for what she has achieved was palpable; she is amazing. There were a lot from County Cork in the room and they were so proud of her.”

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