

communication intervention

speech and language therapy
early intervention
oral motor therapy
occupational exercises



TARA CUNNINGHAM

SUMMARY

As Founding CEO of Release Communication Intervention I developed and pioneered a new form of speech and language therapy for children with disabilities, recently recognised by The American Speech Language Hearing Association as Ireland's first emerging best practice in early intervention speech and language therapy.

BOARD APPOINTMENTS

- Appointed to Global Autism Public Health Advisory Board – September 2009
- Nominated by An Taoiseach Brian Cowen, T.D. for appointment to the National Disability Authority Board – August 2009
- Elected to Social Entrepreneurs Ireland Board of Directors – 2007, 2008

AWARDS

- American Speech Language Hearing Association Accepted Call for Papers – 2009
- Irish America Magazine "The Global 100" List - 2009
- Inducted as an Ashoka Fellow – 2007 (The International fellowship of Social Entrepreneurship)
- WMB Irish Life Social Entrepreneur of the Year - 2007
- David Manley Emerging Social Entrepreneur of the Year – 2007
- "Business Portrait of Successful Entrepreneurship" – 2007
 - Top 15 All-Island Female Social Entrepreneurs
 - All-Island Top 120 Business Women
- Social Entrepreneurs Ireland Awardee (Level 2) – 2005

SPEAKING ENGAGEMENTS / GUEST LECTURER

- Trinity College School of Business, MBA and undergraduates in social entrepreneurship, 2009
- UCD, Entrepreneurship PhD, 2008
- National Enterprise Awards, 2007
- National Women's Enterprise Day, 2007
- Suas Exceptional Lives, 2007
- Ashoka: in US, France, Sweden, Denmark and England. 2007 - present

CAREER HISTORY

Release Communication Intervention Ltd

Dublin, Ireland

July 2003 to present

Founding CEO / Managing Director

Opened in January 2005, Release has worked with over 750 families and 125 teachers and special needs assistants throughout Ireland learn the skills they need to enhance their children's communication disabilities.

The programme is the first of its kind globally; research of which completed in conjunction with The George Washington University has been accepted by The American Speech Language Hearing Association's 2009 Convention. Release is Ireland's first internationally recognised emerging best practice in early intervention speech and language therapy.

Company
Release Ltd

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Co. Offaly

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Internet
www.release.ie

Registered in Ireland
No. 379007

Directors
T Cunningham
M Cunningham

Down Syndrome Ireland

Dublin, Ireland

January 2003 to June 2003

Fundraiser

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Originally hired in January 2003 as Event Co-ordinator for the HB Ice Cream Sundays in aid of Down Syndrome Ireland national event, I quickly took on numerous proactive, extensive additions and revisions to the marketing, advertising and fundraising efforts of the association.

- HB Ice Cream Sundays in aid of Down Syndrome Ireland
- Video, "Path to Independence"
- Standing Orders
- Special Olympics

OgilvyInteractive, Ogilvy Group Ireland

Dublin and Galway, Ireland

May 2001 to December 2002

New Media Consultant, Director

Ogilvy, one of the largest and most successful advertising agencies in Ireland, decided to strengthen their 360degree offering by starting an interactive advertising and marketing arm. Then Chairman, Mike Welsford chose me to take a senior role in the organisation to create the processes and training for the Group in Dublin and Galway. Motivating a team of eight people reporting directly to me, I was wholly responsible for Business Development and Project Direction of numerous campaigns, newsletters, online strategies and clients with combined budgets exceeding EUR 1 Million per annum. A sample of my client list is as follows; Unilever, Vodafone, Eircom, An Post, Dublin City Council, Dove, Lucozade and Revenue Commissioners.

In 2002's constricted market, the greatest challenge was to create highly targeted, efficient and effective campaigns, which build customer loyalty to the individual brand. My ability to focus personalised attention to the client's needs and excellent follow-through enabled OgilvyInteractive to take the lead in a difficult market. I am pleased to note every campaign run reached targets substantially higher than both client's expectations and the international averages.

Baltimore Technologies

Dublin, Ireland

August 2000 to May 2001

eMarketing Executive

Baltimore Technologies develops and markets security products and services to enable companies to develop trusted, secure systems for e-business, the Internet and mobile commerce.

The eMarketing Executive position at Baltimore Technologies charged me with the task of starting up the eMarketing department to enable Business Development for Baltimore products and services. Leading a team of four, I developed and implemented an international marketing communications strategy. The challenges included therein ranged from adapting the baltimore.com site to the multiple international ATL (above the line) and BTL (below the line) campaigns and corporate collateral to developing new ways to collect, qualify and track leads, ensuring the Baltimore brand was not diluted in the process. My team quickly expanded to all four regions.

Ellerbe Becket

Washington, DC

September 1998 to September 1999

Marketing Proposal Coordinator

Kelly's Temporary Services

Dublin, Ireland

February 1998 to August 1998

Ai, a Division of the Ellstreet Corporation

Washington DC

July 1996 to January 1998

Marketing Assistant

ASSOCIATIONS / ACHIEVEMENTS

White House, 2009

- Presented to speak with President Obama's senior policy advisor on disability issues

Irish America Magazine, 2009

- Global 100 List

Social Entrepreneurs Ireland, 2008

- Board of Directors

Ashoka Fellow, 2007

- Highest world-wide honour achievable for social entrepreneurship

Social Entrepreneurs Ireland, 2005

- Level 2 Recipient

Clongowes Youth Club

- Volunteer Leader January 2000 – September 2003, working with 10-15 year old inner-city youths
- Teaches computer skills, life skills and mentoring

Shut Sellafield, 2002

- Volunteer Director of all online communications
- Winner of Eircom's site of the month, May 2002

Toastmasters International, Eblana Club / Tullamore Club, 2002

- Certified Toastmaster

Major Problems in American Military History, 1998

- Researched primary documents for Rutgers University History Chair, Dr. Chambers
- Currently fourth print

Oral History Documentary / Lecture of WWII

- Aired on the History Channel, April 1997
- Wrote, produced and edited the feature

EDUCATION

FETAC, 2009

Communications, Distinction, Level 5

Personal Effectiveness in the Workplace, Distinction, Level 5

Rutgers University, Rutgers College New Brunswick, New Jersey

Graduated May 1996,

BA Hons in History

- Phi Alpha Theta (History Honours Fraternity), Deans List