

Roisin Bell BA, MSc Econ

I am a research analyst, specialising in the financial services and property sectors. I have fifteen years' experience as an employee, a consultant and as a successful entrepreneur in Ireland and the UK.

Experience

KnowledgeWorks, Research Analyst and Co-Founder, 2001 – present, Dublin

- As the KnowledgeWorks research analyst, I deliver competitive analysis, market studies, feasibility studies and sectoral analysis to clients such as: AIB, Bank of Scotland Ireland, EBS and Ulster Bank. Other clients include The Helix, Temple Bar Cultural Trust, Green Isle Foods and Enterprise Ireland, as well as a range of business start-ups.
- KnowledgeWorks has been running for eight years and won the *Mallin-Invent Start Up of the Year Award* (presented by Mary Harney, then Minister for Enterprise, Trade & Employment). Our key product was a fully searchable property rental database, used by bank underwriting teams as a risk management tool.

Orbiscom, Business Analyst, 2000 – 01, Dublin

I delivered market intelligence input for the development of a new B2B e-payments technology. This included contributing market direction for the business plan, devising a knowledge management system and a newsletter for key executives in the sector globally.

first-e, Market Research Analyst, 2000, Dublin

I guided the online banking team in developing their market strategy through provision of market and customer intelligence. This included: analysis of online trends and statistics, compilation of an email newsletter and market intelligence intranet site design.

Lafferty Publications, Research Manager, 1999 – 00, Dublin

I led a research team in developing a new customer database for this financial services analysis firm.

HSBC, Competitor Intelligence Manager, 1995-99, London

I advised senior management on the strategic activity of competitors and their implications for the retail banking business. This involved in-depth research and continuous monitoring of competitor and market activity which fed into regular updates for directors to aid their strategic planning. I also provided a research service for banking colleagues to support lending and other decisions relating to different industry sectors, markets, countries, economic developments.

Education

MSc Econ, Information Studies	University of Wales	1995-1996
BA (Hons), French and European Studies	University of Ulster	1989-1993

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