



SHANE COOKE



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EDUCATION

SECONDARY EDUCATION

Vocational School
Carrick-on-Suir Co. Tipperary

CERTIFICATION AND TRAINING

- QQI Level 6 Merit in Retail, Sale and Supply of Animal Remedies.
- QQI Level 6 Distinction Supervisory Management.
- QQI Level 6 Manual Handling.
- QQI Level 5 Sale and Distribution and Handling of Pesticides.
- QQI Level 5 First Aid Responder.
- Certified Forklift Operator.

MEMBERSHIP AND INTEREST

- [Tennis Ireland](#) President 2019 - 2021
- Tennis Ireland board of directors 2018 – 2021
- President of Munster Branch Tennis Ireland 2016-2017

SUMMARY STATEMENT

Committed and results-driven professional with over 18 years of extensive experience and proven sales management, marketing, business development and branch operations. Expertise in leading teams, optimising processes, and driving revenue growth across agricultural, retail, and equine industries. Known for consistently achieving and advancing sales standards, leading successful projects, and enhancing team efficiency by promoting a positive business culture. Adept at building and maintaining relationships with key stakeholders, including clients, suppliers, and business partners. Skilled in conducting market research and analysis to inform decision-making and drive successful outcomes. Committed to upholding integrity, honesty, and a planned approach in all endeavours. Eager to contribute skills to a forward-thinking team to drive success and elevate customer experiences in a challenging and evolving business landscape.

EXPERIENCE

AGRI RETAIL MANAGER

TIRLÁN (GLANBIA)
KELLS, IRELAND | 2012–PRESENT

- Managing daily branch operations, ensuring alignment with annual budget targets and strategic objectives.
- Establishing strong customer relationships to enhance satisfaction and loyalty, driving agri and retail sales growth.
- Successfully managed customer accounts, including monitoring payments, resolving queries, and maintaining accurate records.
- Responsible for creating staff rosters.
- Supervising and scheduling relief staff during peak seasons such as spring and harvest to ensure seamless operations.
- Maintaining optimal stock levels of core products, ensuring shelves were well-stocked and visually appealing for customers.
- Minimising stock discrepancies by implementing robust inventory control processes and achieving accuracy during stock takes.
- Coordinating grain intake, sampling, and dispatch during harvest periods, ensuring smooth and efficient processes.
- Training new employees on IT systems, operational procedures, and company best practices to ensure high performance.
- Providing ongoing support and mentorship to team members post-training, fostering continuous professional development.
- Consistently delivering high standards in branch presentation and customer service, contributing to overall business success.

I.H.R.B. POINT-TO-POINT STIPENDIARY STEWARD 2022–PRESENT

- Conducted inquiries into incidents during races, collaborating with acting stewards to assess situations and reach fair, rule-based decisions.
- Provided expert guidance on racing regulations, ensuring acting stewards were well-informed on sanctions and procedures outlined in the rulebook.
- Accurately recorded all race results, incidents, and associated information for official I.H.R.B. records, maintaining a meticulous database.
- Oversaw compliance with racing rules, ensuring the integrity and fairness of Point-to-Point events.
- Monitored race conditions and safety standards, proactively addressing potential hazards or procedural lapses.

SKILLS

PROFESSIONAL SKILLS

Customer Relationship Management
Operations Management
Business Development
Budget Planning
Inventory Control
Sales Management
Event Representation
Product Development
Regulatory Compliance
Territory Management

PERSONAL SKILLS

Proactive Approach
Resourcefulness
Effective Communication
Analytical Thinking
Problem-Solving
Attention to Detail
Networking
Team Leadership
Time Management
Strong Work Ethic

TECHNICAL SKILLS

IT Systems Proficiency
Data Entry and Record Management
KYC Process Management
POS Systems
Inventory Software
Report Writing
Customer Account Management
Stocktake Procedures
Pesticide and Animal Remedy Handling
Grain Sampling and Dispatch
Microsoft Office Suite

CORE SKILLS

Cross-functional Collaboration
Sales and Marketing
Specific Category Analysis
Training and Mentoring
Stakeholder Engagement
Risk Management
Financial Oversight
Strategic Planning
Market Analysis
Demand Planning

- Assisted in enforcing disciplinary actions and sanctions, ensuring consistent application of rules across all participants.
- Acted as a mediator between stakeholders, including jockeys, trainers, and officials, resolving disputes and clarifying rules.
- Facilitated pre-race inspections to verify the eligibility of horses and jockeys according to safety standards.
- Maintained thorough documentation of race day activities for use in appeals, regulatory updates, or training purposes.

EQUINE BUSINESS MANAGER – GLANBIA PLC. 2006 - 2012

- Established strong relationships with existing customers, addressing their needs to ensure long-term loyalty and satisfaction.
- Identified and approached potential new customers to expand Gain Horse Feed's client base, contributing to consistent sales growth.
- Oversaw cash collection processes, ensuring accurate and timely handling of payments to maintain financial integrity.
- Partnered with the Gain Horse Feed team to drive product development initiatives, creating innovative solutions to meet market demands.
- Provided personalised equine nutrition advice, helping customers select the most suitable products to optimise their horses' health and performance.
- Conducted detailed market research and competitor analysis to identify emerging trends, customer needs, and growth opportunities.
- Developed and executed strategic sales plans to meet and exceed business objectives, including revenue and market share targets.

SALES REPRESENTATIVE EQUIFORM NUTRITION, ASHTON HOUSE CASTLEKNOCK, DUBLIN 15 | 2004–2006

- Managed sales activities across most of Munster and parts of Leinster, establishing a solid presence for Equiform Nutrition in these regions.
- Developed and maintained a steady customer base by identifying new opportunities and nurturing relationships with existing clients.
- Represented Equiform Nutrition at industry events, including horse shows and competitions, to promote products and strengthen brand awareness.

OTHER EXPERIENCES

PROFESSIONAL JOCKEY'S AGENT | 2001-2004

FREELANCE PROFESSIONAL JOCKEY RIDER | 1998-2001

ACHIEVEMENTS

- Successfully transformed Tirlán Kells into a profitable retail store, exceeding sales targets and operational efficiency benchmarks.
- Elected as Tennis Ireland President (2019–2021), demonstrating exceptional leadership in advancing Irish tennis initiatives nationwide.
- Developed and delivered a customer service training presentation for Tirlán employees, enhancing team performance and service standards.
- Led product development initiatives with Gain Horse Feed, leading to an expanded range that met evolving market demands.
- Built and maintained a robust customer base across multiple regions while working as a Sales Representative, achieving consistent sales growth.
- Attained a Level 2 Tennis Ireland Coaching Qualification, showcasing a commitment to personal and professional development.

REFERENCES

Ray Bergin
IHRB Operations Manager
The Curragh
045 445600

Jason O'Neill
Category Manager Tirlan
086 0225842