

Ronan McKenna

CEO

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PROFILE

I am a results-driven leader with over a decade of experience in business development, sales, and entrepreneurship. My expertise lies in managing large teams to achieve key performance indicators (KPIs) and driving operational efficiency across diverse objectives. With a solid foundation in investment consultancy and financial management, I have a proven ability to develop and execute turnaround strategies that enhance profitability. Currently, as the CEO of IRYSS, a fashion marketplace, I specialize in fashion production management, overseeing all aspects of operations to ensure quality and compliance with industry standards. I excel in optimizing supply chain processes and implementing effective e-commerce strategies that drive revenue growth. My leadership is characterized by a commitment to collaboration, advanced technology integration, and a customer-centric approach, positioning me to deliver exceptional value in the competitive fashion industry.

EDUCATION

BSC (HONS) Real estate and Finance

Wrexham University

September 2006- June 2008

- **Real Estate Fundamentals:** Property markets, real estate economics, real estate law.
- **Real Estate Finance:** Investment and appraisal, mortgage markets, risk management.
- **Property Development and Management:** Real estate development, property management, sustainability.
- **Financial Analysis and Investment:** Corporate finance, portfolio management, asset management.
- **Financial Markets and Instruments:** Capital markets, securitization, real estate funds.
- **Quantitative and Analytical Skills:** Financial modeling, quantitative methods, valuation techniques.
- **Taxation and Accounting:** Real estate taxation, property tax, accounting principles.

DIP in auctioneering, Real estate and valuation

September 2004- June 2006

- **Property Valuation:** Appraisal techniques for residential, commercial, and agricultural properties.
- **Auctioneering:** Auction process, bidding strategies, and legal requirements.
- **Estate Agency Practice:** Property sales, client management, and marketing strategies.

EXPERIENCE

CEO

As the CEO of Iryss fashion marketplace for sme brands, I am responsible for setting the overall strategic vision and ensuring its execution across all facets of the business. This includes steering company growth, profitability, and market positioning through effective leadership of operations, finance, and marketing. I collaborate closely with the executive team to optimize product development, streamline supply chain operations, and drive customer acquisition strategies. My role also involves overseeing key partnerships with brands, influencers, and stakeholders to expand market reach. Additionally, I ensure financial health through budget oversight, investor relations, and funding efforts while monitoring industry trends to guide long-term business strategy and innovation.

CEO & Owner

Clothero LDA/ 2020 – 2024

I managed Clothero LDA, a fashion production factory, transforming it from a distressed operation into a high-quality manufacturing facility. Under my leadership, the company handled the end-to-end production of men's, women's, and children's wear for prominent brands such as Disney, Origen, Decenio, and more. At its peak, the factory employed 70 workers and operated under AQL 1.5 and 2.5 quality standards, achieving significant improvements in operational efficiency and product quality.

Head of Ecommerce

MDRG Holdings /2020 – 2023

As the Head of Ecommerce at MDRG Holdings, a family-owned company, I led the growth of the ecommerce and production divisions. MDRG manages several brands, including La Crème Boutique and LC2. I successfully drove a 100% year-on-year increase in ecommerce revenue by expanding digital sales channels and strengthening in-house production capabilities.

- **Property Law:** Legal aspects of property transactions and conveyancing.
- **Building Construction:** Basics of construction, property conditions, and regulations.
- **Property Management:** Leasing, maintenance, and tenant relations.
- **Marketing and Sales:** Promotion and negotiation techniques for real estate.
- **Business and Finance:** Property finance and understanding mortgages.
- **Ethics and Professional Practice:** Professional standards and regulatory compliance.

**DIP in professional legal studies
September 2002-June 2004**

- **Civil Litigation**
- **Constitutional Law and Judicial Review**
- **Criminal Practice and Procedure**
- **Conveyancing**
- **Law of Contract**
- **Land Law**
- **Law of Torts**
- **Criminal Law**
- **Company Law**

SKILLS

- Leadership and Team Management
- Strategic Planning and Execution
- Business Development
- Financial Management
- Project Management
- Ecommerce and Digital Strategy
- Negotiation and Deal Structuring
- Stakeholder Engagement
- Site Identification and Development
- Sales and Marketing

EXPERTIZE

- Fashion Production and Manufacturing
- Real Estate Development and Management
- Ecommerce Growth and Optimization
- Corporate Restructuring
- International Business Operations
- High-End Retail and Fashion
- Hospitality Management
- End-to-End Production Process
- Investor Relations
- Commercial Property Development

EXPERIENCE

Managing Director

Grampion Group/2018 – 2020

At Grampion Group, I managed all aspects of construction projects from site identification and tendering to business management. I led a team of 50 employees, ensuring the successful completion of international projects, meeting deadlines, and maintaining high standards in project delivery.

Development Director

Hogarth Property Group/ 2014 – 2018

I was responsible for overseeing the development of co-living and private rental schemes across London for Hogarth Property Group. My role included identifying development sites, securing financing, and managing the construction process from concept through to completion. I worked with a specialized team, subcontractors, and external stakeholders, including building regulators and local councils, to ensure seamless project execution.

Owner

The Railway Telegraph Public House/ 2017 – 2019

I owned and operated The Railway Telegraph, a public house and bistro located in South London, in partnership with Enterprise Pubs. During this period, I revitalized the business, significantly increasing its market presence before successfully selling it in 2019.

Sales Director

Orchards of London/2011 – 2014

As Sales Director, I managed the daily operations of all seven departments at Orchards of London, leading a team of over 250 employees. The company specialized in the sales, rental, and management of prime real estate in West and Central London. I also played a key role in site identification and financing for development projects on behalf of international investors and corporate real estate groups, helping the business achieve substantial growth before it was sold in 2019.

Sales Manager

Orchards of London /2009 – 2011

In this role, I managed two prime office locations, overseeing sales, rentals, and property management across five territories in West London. I played a pivotal role in establishing and growing the corporate advisory division, securing major clients such as Chelsea Football Club, Brentford Football Club, and Pfizer, which drove the company's growth over the next decade.

David Sopuch

Digital Marketing Specialist for E-commerce

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PROFILE

I am an experienced entrepreneur and technology leader with over 38 years in ecommerce and cloud solutions. As Founder and CEO of **Avetti Commerce**, I have grown the company to seven global offices, delivering scalable ecommerce platforms for over 1000 brands, including governments and major industry disruptors. I specialize in high-performance, omnichannel, B2B, and B2C solutions. My leadership focuses on innovation, client satisfaction, and fostering growth through flexible and secure platforms that drive digital transformation.

EDUCATION

B.A.Sc in Electrical Engineering (with Computer Science)
University of Waterloo / 1981 – 1986

Bradford District High School

SKILLS

- Software Development
- New Business Development
- Customer Relations
- Business Strategy
- Product Development
- Product Management
- Java
- Entrepreneurship
- E-commerce
- Customer Service
- Cloud Computing
- Business Analysis
- Strategy
- Enterprise Software
- Business Intelligence
- CRM
- Integration
- IT Strategy
- SaaS
- Software Project Management
- Management

EXPERIENCE

Founder & CEO

Avetti Commerce Corporation/ 1986 – Present

I founded Avetti Commerce in 1986 and have grown the company to 7 global offices. We now support over 1000 brands, providing leading-edge ecommerce platforms and marketplaces for global retailers, banks, governments, and disruptors. Our solutions drive high-performance, scalable, omnichannel, and B2B/B2C commerce strategies.

eBusiness Director

Avetti.com Corporation/ 1998 – 2019

In this role, I led the development of scalable ecommerce solutions using advanced open-source technologies. We helped global clients, including Fortune 500 companies, implement innovative B2B/B2C and omnichannel platforms.

President

JCI Toronto Senate/2012

I revitalized the JCI Toronto Senate by motivating and organizing business leaders as speakers, increasing engagement, and representing the group at national and international conferences.

Member Board of Governors

BTYP Board of Governors/2002 – 2003

I collaborated with leading business figures to develop strategies for increasing BTYP membership, presenting benefits to large corporations.

Member Board of Directors

Toronto Board of Trade/ 2001 – 2002

I participated in policy development, including contributions to government lobbying efforts. I also served on the Executive Committee, helping manage key relationships and organizational strategy.

EXPERTIZE

- Strategic Planning and Execution
- Business Development
- Financial Management
- Project Management
- Ecommerce and Digital Strategy
- Negotiation and Deal Structuring
- Stakeholder Engagement
- Site Identification and Development
- Sales and Marketing

EXPERIENCE

President

President Toronto Board of Trade Young Professionals/ 2000 – 2001

I led a 200-member business networking group, managing events such as a fashion show fundraiser and a large-scale construction project supporting a children's cancer charity.

Founder and President

Datamax Research Corporation/1986 – 1998

I founded Datamax and developed innovative tax prep software that dominated the market for the Amiga platform in Canada and the U.S. I later shifted focus to encrypted email solutions and ecommerce catalog development, which laid the foundation for Avetti Commerce.

Vice President Sponsorship

Toronto BTYP/1997 – 1998

I redesigned the sponsorship offerings and promotional opportunities for BTYP. My role included training event committee chairs on engaging with sponsors and establishing connections with potential large sponsors. I also organized training sessions with industry sponsorship experts for our event committees.

Grabriele Morsillo

Head of Operations

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PROFILE

Customer Success Manager with over 13 years of experience in working with clients across various B2C and B2B realities. Skilled in building solid long-term client relationships and driving value and ROI in Cyber Security, Software Quality, QA, UX, and Market Research projects. Proven expertise in negotiation, revenue and value generation, and business management. Experienced in identifying new streams of income, upselling/cross-selling opportunities, and creating win-win situations. Business-minded with a focus on operational management, optimization, cost-control, and driving initiatives for automation and efficiency.

EDUCATION

MBA

University of Roehampton
September 2020- June 2021

- Master of Business Administration achieved with distinction (max grade available).

Master in Strategic Management and Leadership

CMI
September 2020- June 2021

BAHons in Business and Marketing Management

University of Wolverhampton
September 2019- June 2020

- After completion of first year, I was given two offers for a MBA (University of Sussex with 5k scholarship and University of Roehampton, the chosen one).

Awards

- ISC2 Certified in Cyber Security
- Network Security Fundamentals
- UX Research Certificate
- Global Leadership Program
- CMI member
- Ingenuity Program Mentor

EXPERIENCE

Customer Success Manager

UNGUESS Srl / 2023 – Present

Responsible for a portfolio of large accounts above 1M€, covering cyber security (penetration test, red team activities, bug bounty programs, VDPs), software quality testing (bug hunting testing automation, no-regression test and more), UX testing (usability, focus groups, moderated test, and more) and market research (surveys, interviews and more) units. Proven record of growing accounts up to 100% of YoY growth and of winning new business deals. Proven track record of upselling and cross selling deals, including case studies, renewals, etc. Great level of adaptation to different context and industry and able to communicate with efficacy and efficiency with several types of stakeholders, from managers to C-level+ executives.

Country Manager

MIS Group Srl / 2021 – 2023

Managed the development and growth of a new branch in Italy of an existing French company. Covering all aspects of business growth including but not limited to: business development, sales, after sales and delivery, financial forecast, HR management, compliance and regulations, accounting and community management. Panel capability growth of over 120%. Generated RFP above 1.8M€ in a small industry. Close to reaching BEP in year 1. Consolidated results for 2023.

SKILLS

- Customer Success Management
- Cyber Security
- Software Quality Assurance (QA)
- User Experience (UX) Testing
- Market Research
- Negotiation
- Revenue Generation
- Business Management
- New Business Development
- Upselling/Cross-selling
- Operational Management
- Cost Control
- Strategic Growth

EXPERTIZE

- Account Management
- B2B and B2C Business Strategies
- Relationship Building
- Financial Forecasting
- Go-to-Market Strategies
- Compliance and Regulations
- Team Leadership
- Project Management
- Data Analysis
- Client Communication
- Sales Strategies
- Performance Optimization

EXPERIENCE

Business Strategy Consultant

Freelance/2021 – Present

Dealing with newly built startups or small scale ups in terms of strategic growth in the early stages. Activity includes: go to market strategies, business plan writing, financial and sales forecasts, investors pitch decks, identifying public funding opportunities and driving revenue. Dealt with over 20 small businesses, with most of them still operating and becoming profitable.

Senior Sales Consultant

Cloud Care Srl / 2020 – 2021

I owned and operated The Railway Telegraph, a public house and bistro located in South London, in partnership with Enterprise Pubs. During this period, I revitalized the business, significantly increasing its market presence before successfully selling it in 2019.

Managing Director

EGM Printing/2018 – 2020

Responsible for the launch and growth of my own business. Managing all aspects of operations and business development, as well as marketing activities, financial management, hiring and grow of a team of three. Strike-off with Covid-19.

Policy Admin

Assurant INC/2018

Analytics and after sales for the Italian, Spanish and French market.

Business Development Manager

Arolita UAB/2017-2018

Business development activities for a Lithuanian business in Italy and UK. Managing a full sales cycle through cold prospecting, face to face meetings and traveling across regions. Overall business of 2.8M€.

Sales Consultant

Enel Spa/2010 – 2016

Front Office Sales and Customer service; Best seller award (personal) 2012; Best seller award (team) 2013; Vice Team Leader, responsible for a team of 15.

Luís Pinto

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Head of Production and Sourcing

PROFILE

As an accomplished Director of Production and Manufacturing with over 25 years of experience in the textile industry, I have honed my skills in textile production cutting and pattern making. My journey began at Six Tekstil, where I excelled as Head of Production and Cutting, leading initiatives that enhanced operational efficiency and product quality. I possess a deep understanding of fabric selection and garment construction methods, allowing me to oversee the production of high-quality clothing that meets the demands of leading brands. My leadership style fosters collaboration and innovation, empowering teams to achieve excellence in every project. I am passionate about implementing sustainable practices in textile manufacturing and continuously strive to elevate production standards in a rapidly evolving industry.

EDUCATION

Industrial Styling and Modeling
School of Industrial Styling and Modeling
September 2002

- Basic styling principles
- Transformation and scaling techniques
- Industrial design practices

Production Management
Institute for Innovation in Training
May 2002

- Production planning and control
- Resource allocation strategies
- Quality management systems

Business English
CEAC (Professional Distance Education)
March 2002

- Business communication skills
- Professional terminology
- Writing and presentation skills

Computer-Aided Design
Investrónica Sistemas
May 2001 - June 2001

- CAD/CAM modeling techniques
- Computer modeling principles
- Software application in textile design

Computer Skills Level II
AEPF (Business Association of Paços de Ferreira)
October 2000

- Advanced computer operations
- Software proficiency (office applications, etc.)
- Basic programming concepts

Professional Training in Textiles

- Textile production processes
- Pattern making techniques
- Cutting methods

EXPERIENCE

Head of Production and Sourcing

IRYSS / 2024 - Present

As the Head of Production and Sourcing at IRYSS, I oversee all production and sourcing activities, ensuring the highest standards of quality and efficiency are maintained. My responsibilities include managing supplier relationships, optimizing material sourcing, and ensuring a streamlined supply chain. I collaborate closely with cross-functional teams to ensure smooth operations, timely deliveries, and cost-effective solutions. With a focus on sustainability and innovation, I drive initiatives that enhance our competitive positioning in the fashion industry, while maintaining IRYSS's commitment to excellence in production.

Head of Production and Design

Clothero Lda / 2020 - Present

In my current role as Head of Production and Design, I lead a dynamic team responsible for both the creative and operational sides of garment production. I manage the full spectrum of production, from initial design concepts through to finished products, ensuring a seamless transition between creative vision and manufacturing execution. I collaborate closely with fashion designers to translate their ideas into market-ready garments, overseeing pattern development, fabric selection, and the cutting process. A key focus of my role is on sustainability, and I have implemented eco-friendly practices throughout the production line to reduce the environmental impact. I am also responsible for project management, ensuring that all aspects of production run smoothly, from budgeting and resource allocation to meeting delivery schedules. My leadership has positioned Clothero Lda as a competitive player in the global fashion industry, with a strong reputation for quality and innovation.

SKILLS

- CAD/CAM Textile Design
- Cutting and Pattern Making
- Team Leadership
- Quality Control
- Project Management
- IT Proficiency in Production Tools
- English (Commercial Focus)
- Production Management
- Strategic Planning
- Design Collaboration
- Sustainable Practices

EXPERTIZE

- 25+ Years in Textile Production
- End-to-End Production Management
- Pattern Development
- Scaling Production Projects
- Fashion Design Execution
- Textile Production Cutting
- Garment Construction
- Market Expansion
- Process Optimization
- Cross-Functional Collaboration

Director

Sixexport / 2015-2020

As Director of Sixexport, I assumed full responsibility for the company's production operations, focusing on strategic growth and market expansion. I led cross-functional teams to optimize manufacturing processes, streamline workflow, and improve overall production capacity. A significant part of my role was developing and implementing production strategies that aligned with the company's long-term goals. I worked closely with clients, suppliers, and internal stakeholders to ensure that products met their specific requirements while adhering to strict timelines and quality standards. My efforts in refining production techniques and integrating modern technology into the workflow led to enhanced operational efficiency, a reduction in lead times, and a notable improvement in customer satisfaction. Under my leadership, Sixexport expanded its production capacity by 30% and successfully entered new international markets.

Head of Production and Cutting

Six Tekstil /1996-2015

In this pivotal role, I managed and optimized the entire production and cutting operations at Six Tekstil, a major player in the textile industry. Overseeing a team of 50+ professionals, I was responsible for planning and executing production schedules, ensuring efficiency in fabric cutting techniques, and maintaining rigorous quality control measures. I implemented cutting-edge CAD/CAM systems to streamline pattern-making and cutting processes, significantly reducing material waste and improving production speed. My work included collaborating with designers and engineers to bring their concepts to life while ensuring cost-effective production and adhering to high-quality standards. I also played a key role in training staff on cutting techniques and production best practices, fostering a culture of continuous improvement. My leadership contributed to a 20% increase in productivity and a 15% reduction in production costs during my tenure.

Miguel Magalhães

Head of Creative Content

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PROFILE

I am Miguel Magalhães, with a vast professional experience that began with the VNC Group, which includes Tiffosi, Tiffosi Kids, and Vilanova, where I started as a web designer. Seeking a more ambitious path, I moved to Liga Portugal, where I developed skills in videography, working on television content, social media projects, and improving digital presence. After two years, I took on a new challenge at SISOLEI, a fashion brand, where I applied my videography and marketing skills to develop new fashion concepts and approach the industry in a fresh way. Later, as the company shifted direction, I joined IRYSS Platform, where I embraced a leadership role, helping SMEs thrive in the competitive fashion market and expanding the company internationally.

EDUCATION

Master Degree: Multimedia

University of Porto FEUP
September 2016 - on going

- Multimedia Lab
- Multimedia Communication Technologies
- Multimedia Seminar
- Research Methodologies
- History and Trends in Multimedia
- Project Management Lab
- Multimedia Education

EXPERIENCE

Head of Creative Content

IRYSS SRL (Fashion Marketplace)/ 2024 – Present

In my current role at IRYSS, I lead the content creation and digital strategy for the platform, playing a crucial part in its growth and international expansion. My responsibilities include overseeing the creation of multimedia content, developing innovative marketing campaigns, and leading a talented team to execute the company's vision. I have also been heavily involved in supporting SMEs (Small and Medium Enterprises) by creating tailored content that helps them thrive in today's competitive fashion market. My leadership and strategic insight have contributed to positioning IRYSS as a key player in the fashion industry, helping to bridge the gap between brands and their global audience.

Videographer & Marketing Specialist

SISOLEI/ 2022 – 2024

At SISOLEI, a dynamic fashion brand, I embraced a multifaceted role in both videography and marketing. My primary focus was to develop and implement creative marketing strategies through visual content. I introduced new fashion concepts, crafting campaigns that redefined the brand's image and message. My work included fashion shoots, promotional videos, and social media content that highlighted SISOLEI's unique offerings, positioning the brand as a modern and trendsetting player in the fashion industry. This experience helped me understand the fashion world from a new perspective, combining creativity and strategy.

Bachelor Degree: Graphic and Multimedia Design

Institute Polytechnic of Leiria/
September 2013- June 2016

- Communication Design Project
- Typography
- Drawing
- Introduction to Project Thinking
- Digital Tools
- Design Theory and History
- Introduction to Photography
- Multimedia Design Project
- Digital Prototyping
- Art Studies
- Video Technologies
- Sound for Interactive Objects
- Multimedia and Information Systems
- Web Accessibility and Usability
- Project Management
- Professional Practice and Ethics
- Media Theory
- Interaction Design
- Spatial Design
- Project Lab

SKILLS

- Adobe Creative Cloud
- Davinci Resolve
- Capture One
- Shopify

EXPERTIZE

- Web Design & UX/UI
- Videography & Editing
- Content Strategy
- Project Management
- Social Media Campaigns
- Brand Development
- Leadership & Team Management

EXPERIENCE

Videographer & Content Creator

Liga Portugal /2019-2022

At Liga Portugal, I contributed significantly to the league's digital media initiatives by producing and editing video content for television and social media platforms. I played a key role in developing and executing content strategies that increased brand visibility and audience engagement. My work included managing live broadcasts, leading social media campaigns, and crafting dynamic visual content that enhanced the league's online presence.

Web Designer

VNC Group (Tiffosi, Tiffosi Kids, Vilanova) /2016-2019

I started my career at VNC Group as a web designer, responsible for the digital identity of the brands Tiffosi, Tiffosi Kids, and Vilanova. My role involved designing and optimizing their websites to improve user experience and online engagement. I worked closely with the marketing team to ensure that the digital platforms reflected the brand's aesthetic and strategic goals, increasing traffic and enhancing the customer journey across all three brands.