

Bluerock Consultancy

MEDIA SHEET

Fractional CMO practice, County Clare, Ireland | bluerockconsultancy.com

ONE LINE DESCRIPTION

Bluerock Consultancy is a fractional CMO practice based in Ireland, giving scaling B2B companies senior marketing leadership without a full time hire.

SHORT BIO, JENNY MARTIN

Jenny Martin is the founder of Bluerock Consultancy and a fractional CMO working with scaling B2B companies across Ireland. She has more than twenty years of marketing experience and served as Chief Marketing Officer of a B2B SaaS company through to its acquisition. She mentors founders on the NDRC Accelerator Programme.

TOPICS FOR INTERVIEW OR COMMENT

- Fractional and part time marketing leadership, and what makes the arrangement work
- B2B pipeline and lead generation in Ireland, and why spend stops producing enquiries
- AI search visibility, GEO and AEO, and how assistants decide which companies to mention
- LinkedIn, AI generated content and the reader trust problem
- Sequencing marketing after funding, or when growth flattens

COMPANY FACTS

Founded	2024
Founder	Jenny Martin, fractional CMO
Legal name	Bluerock Consultancy Limited
Based	Fanore, County Clare, Ireland
Clients	Scaling B2B companies, primarily in Ireland

SELECTED COVERAGE

All-Ireland Entrepreneurs Times, "What Every CEO Needs to Know About Marketing, A Candid Q&A with Jenny Martin". aibf.ie/times/marketing-interview-jenny-martin

ASSETS AND PRESS CONTACT

Logo files and brand colours are at bluerockconsultancy.com/press-kit, and a high resolution headshot is available on request. Enquiries go straight to Jenny.

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