

ORLA MCALEER

CHIEF CULTURE OFFICER



Orla McAleer is the chief culture officer at Alltech. In this role, she works to strengthen the company's emphasis on its people and purpose. She has worked in the business for over 20 years, traveling extensively, building teams and close relationships with colleagues globally. She leads the company focus on culture, including the alignment of its purpose, mission, vision and values. McAleer has been central to the tremendous growth in the organization and has helped build a winning marketing team and brand that has matched the growth ambitions of the company.

Prior to this role, she was the chief marketing officer at Alltech, responsible for overseeing the company's global marketing efforts across its more than 120 markets. She has a track record in strategic global marketing leadership, B2B brand building and communications. McAleer held several marketing and communications roles before joining Alltech at its European headquarters in Ireland in 2003 as European public relations manager. She was promoted to communications manager for Europe and Asia in 2004. In 2008, she relocated to Bangkok, Thailand, for her role as Asia-Pacific marketing manager, building the team and brand in 17 countries.

She returned to Ireland to head up the European marketing function in 2010. She was also heavily involved in the corporate brand and \$30 million activation of the sponsorship of the Alltech FEI World Equestrian Games™ in 2010 and 2014. In 2016, she became responsible for Alltech marketing globally and took on the role of chief marketing officer officially in 2017. She has steered the marketing function through integration of over 20 acquired companies, a transition to greatly enhanced digital marketing and activating the Alltech purpose of Working Together for a Planet of Plenty™.

McAleer received her master's degree in business, leadership and management practice from the University College Dublin Michael Smurfit Graduate Business School, a bachelor's degree in business studies from Trinity College Dublin in Ireland and holds a diploma in public relations.

