



Mary Sadlier

Coole Swan



GOING FOR GROWTH PROFILE

NAME:

Mary Sadlier

BUSINESS

Coole Swan

POSITION

General Manager

WHAT WE DO

**We are the makers
of the World's
Premium Irish Cream
Liqueur Coole Swan.**

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COOLE SWAN

Mary Sadlier is CEO of Coole Swan, an independently owned, family-run Irish cream liqueur business managed from the family farm in Co. Meath.

Blending single malt Irish whiskey, Belgian white chocolate and fresh Irish dairy cream straight from the farm, Coole Swan has earned international recognition, including Wine Enthusiast ratings of 96/100 in both 2010 and 2020. A Chartered Accountant who trained with Arthur Andersen and previously worked with Diageo, Mary is CEO and leads the development of the business/Brand.

Mary participated in the 12th cycle of Going for Growth with Oonagh O'Hagan as her Lead Entrepreneur, followed by Continuing the Momentum with Fiona O'Carroll.

Both programmes supported her at important stages. Going for Growth built confidence and connected her with women on a shared journey. Continuing the Momentum developed that foundation as the focus shifted towards international expansion and scale. Experienced Lead Entrepreneurs, collective knowledge, and regular meetings provided practical advice and time to step back, question assumptions and focus on the business's direction.

"Oonagh and Fiona brought valuable perspectives, encouragement and challenge," says Mary. "The peer relationships were equally important—a trusted network where you can discuss difficulties honestly, learn from each other and return to your business with greater clarity and confidence."

"To be among so many brilliant women helped me grow in confidence and 'lean in'. I cannot recommend the programmes highly enough. If you are a woman in business PLEASE apply. It is a game changer."

Since Mary joined Going for Growth in 2020, Coole Swan has strengthened its position in Ireland and expanded internationally. Retail relationships include Tesco, Dunnes Stores and SuperValu in Ireland, Tesco and John Lewis in the UK, and Total Wine & More and Costco in the US. Its approach is "deep, not wide"—building strong positions in selected markets, with Irish craft and contemporary design central to the brand. Mary says this would never have happened without the Going for Growth community and support.



Manverton