



Gillian Peters

Pragmatica

Gillian Peters has traversed a multifaceted career path, primarily concentrated in marketing and business development, across the financial services landscape. Her tenure as Business Development Director at CPA Ireland, coupled with the pursuit and acquisition of her Master's in Business Practice from University College Cork, ignited Gillian's fascination and commitment to sustainability in the business realm.

Assuming the role of CEO at Pragmatica in February 2023, Gillian set forth on a quest to forge an unrivalled value proposition for enterprises. Her strategic outlook revolves around crafting tailored roadmaps and pioneering solutions, enabling companies to embark on transformative journeys towards sustainability.

Pragmatica functions as a boutique ESG consultancy agency, serving as the outsourced sustainability partner for SMEs. Their array of services encompasses: ESG strategy design, carbon footprint measurement, educational solutions, marketing and communications focusing on ESG stories, B Corp certification assistance and financial reporting mapping.

Catering to clients across diverse sectors, Pragmatica delivers customized and bespoke ESG solutions tailored to meet the specific stakeholder demands of each client. Pragmatica's mission is to drive meaningful change by channeling their pragmatism into purposeful actions with the utmost consideration for people and the planet.

Pragmatica was nominated in the ESG Consultancy Category at the 2024 Business & Finance ESG Awards.

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