

Katie Diffley



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KatieDiffley.com

Katie Diffley, originally from Dublin and now based in Carrick-on-Shannon, Co. Leitrim, is the founder of KatieDiffley.com - a platform offering consulting, content services, and an online education hub for ambitious, founder-led businesses ready to grow with clarity, marketing, systems, and sales strategies that convert.

With a background in global eCommerce leadership, Katie led a team of 16 senior project managers at Dell, delivering digital transformation across Europe, the Middle East, and Africa. She left corporate in 2021 to join Enterprise Ireland's New Frontiers programme, laying the foundation for her move into entrepreneurship.

She went on to build Rebel Rising, a growth-focused agency and consultancy supporting eCommerce and service-based founders. The business hit six figures in nine months and evolved into a full-service model with a team of eight specialists across brand, marketing, and funnel execution. Known for her expertise in sales psychology, messaging strategy, and growth architecture, Katie helped clients build systems that consistently turn attention into action.

In May 2025, she launched KatieDiffley.com as the next evolution of her work, a founder-facing platform combining strategic consulting, content systems, and digital education. She helps businesses launch and scale digital products, build recurring revenue, optimise sales processes, and design campaigns that convert. She partners with founders who are already excellent at what they do, ensuring their messaging, content, and customer journey reflect that. Her approach blends strategy, psychology, and execution to build businesses that grow with precision, not pressure.

KatieDiffley.com will launch its first digital programme in September 2025, helping founders turn their expertise into a scalable online offer through a high-converting funnel built for scale.

www.katiediffley.com

