

## **Diarmuid Moloney** | BSc, MSc, MA, FCA

Diarmuid is a Qualified Chartered Accountant with 14 years' experience in finance and accounting roles across a number of industries including professional services, manufacturing and agriculture. He currently works in Teagasc, the state agency providing research, advisory and education in agriculture, horticulture, food and rural development in Ireland. He is a farm owner with a keen interest in animal welfare. He is on the Board of Directors of the Bride & Blackwater Dairy Valley Company, a regional purchasing group for 55 dairy farm members. He is currently in the role of Group Treasurer and due to become Group Chairman in January 2024. He is currently finishing a Certificate in Strategic Leadership through Dublin City University.

Diarmuid graduated from University College Cork (UCC) in 2006 with a 1st Class Honours degree in Finance and went on to complete a Masters in Corporate Finance & Accounting at UCC. He then undertook the prestigious Master of Accounting at the UCD Smurfit School of Business. This programme is designed for top graduates who have majored in business, accounting and finance and who wish to pursue a career in accounting, corporate finance, management consulting, and taxation either within the profession or with local or multinational companies. The Master of Accounting is the leading, longest-established accounting-specialist Master's degree in Ireland.

Then, in 2009 Diarmuid joined Deloitte, the leading global provider of audit and assurance, consulting, financial advisory, risk advisory, tax, and related services. Deloitte is the largest professional services firm globally with approximately 286,000 people in more than 150 countries, bringing world-class capabilities and high-quality services to their clients. It was while at Deloitte that Diarmuid gained his chartered accountancy training and qualification working in the audit department from 2009 to 2013. He worked and excelled on audit teams on a wide-ranging portfolio encompassing indigenous and multinational clients across a broad spectrum of industry sectors such as manufacturing, health, foods, broadcasting and logistics. Diarmuid also got the opportunity to work in the UK and Guernsey Deloitte offices broadening his experience and exposure to reporting under UK GAAP as well as IFRS and Irish GAAP.

Following his time in Deloitte, Diarmuid then gained valuable industry experience for the next three and a half years working first in Pfizer Pharmaceuticals Centre of Excellence as an Operations Analyst and then in One51 ES Plastics before moving to Teagasc in 2016.

Diarmuid is a hardworking and self-motivated individual with established communication and teamwork skills. His mission is to become part of an organisation in which he feels he can add value. One of his greatest achievements has been how he has built and maintained strong relationships with key stakeholders in his various roles and used these relationships to clearly and openly communicate business and budget priorities in order to positively influence spending behaviours and budget decision making, ensuring good corporate governance.

## **Mike Addelman**

Originally a print journalist on national, regional and local newspapers, I have worked at The University of Manchester since 2006 as a press officer, though for the past seven years have had a dual role as comms lead for animal research. During that time, I have helped build the University's reputation as the one of the most open and forward thinking in Europe around animal research. I am a lay member of AWERB- the ethics committee which grants project licenses- and have participated in a working group which provided a guidance to the European Commission on writing the lay section of project licenses. This has been recognised with two awards from the sector's membership organisation, Understanding Animal Research. It was also recognised by the University, which promoted me on the basis of exceptional performance.

I was responsible for building our award winning animal research website which forms the core of our communication activities, and is regularly in the top 6 Google searches for 'animal research'. We were the first University to publish a range of information including anonymised non-technical license summaries, ethics committee minutes and a widely admired virtual tour of our animal unit which enables viewers to navigate their way around 12 different rooms in 3D, clicking on icons to open video content. There are also infographics, data archives, case studies, and a page dedicated to harms and benefits. Since its inception, the site has been praised by several home office inspectors, the Science Media Centre, as well as numerous individuals and bodies in the sector.

Media engagement has been a central part of my communications and engagement strategy in animal research. In September 2021, for example, I ran a media campaign around research which found that Viagra can strongly suppress abnormal heart rhythms in sheep. The story received national newspaper coverage including the Daily Mail and the Mirror. In my work outside animal research, I promote biology and health, and my PR campaigns have achieved front page coverage in almost every national newspaper, and numerous press interviews on national television news and radio programmes. I often act as the lead University contact when working on public relations campaigns with other institutions including HEIs, government departments and research councils.

Over the past two years, I have coordinated two social media campaigns, one around Fish in Research and the other around the international Be Open Animal Research Day. The campaigns involved an Instagram takeover, twitter, new case studies and a YouTube Video called "A day in the life of an animal technologist" which has so far received over 1000 views. We received another award for UAR for these activities.

I am a regular contributor to British Science Week as an animal research specialist. I am also a regular Sense about Science panellist, sitting alongside national news reporters taking questions from around 100 scientists. I enjoy public speaking and have conducted media training sessions for researchers and other colleagues at all levels of seniority.