



New Head of Commercial Partnerships at Retail Excellence

Retail Excellence has today announced the promotion of Keelan Bourke as Head of Commercial Partnerships.

A graduate of Trinity College Dublin, Bourke was promoted following a successful stint as commercial manager with the organisation. He will be responsible for managing strategic partnerships and driving commercial targets.

"Keelan has a proven commercial record within the organisation and will continue to lead and grow the membership. During his employment with us, Keelan has been a strong asset with a high performing and proactive personality making him the obvious choice for this role" said David Fitzsimons CEO of Retail Excellence.

Bourke, who will take up his new position on 1st September added: "I am really pleased to progress in my role with the largest retail body in Ireland. Retail Excellence membership comprises of some of the best-known retailers in Ireland and I look forward to working with them and our progressive partners to empower the retail industry" said Keelan Bourke, Head of Commercial, Retail Excellence.

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About Retail Excellence

Established in 1995, Retail Excellence is owned by the members, for the members. We are an organisation which invests in innovative and exciting learning, market intelligence, human resources services, Government representation and member networking initiatives. Retail Excellence has over 1,750 leading retail companies in Ireland. Our members are the most progressive and innovative retailers. Retail Excellence is by far the largest retail industry body in Ireland.