



Name: Sarah Hickey

IJCC Position: President

From: Killarney, Ireland

Industry: Spirits Industry



About:

I've spent the past 12 years immersed in the drinks industry as a brand marketer—starting out at Pernod Ricard, then Bacardi, and since 2018, proudly leading the marketing department at Whisk-e. Throughout my career, I've been driven by a passion for building brands that connect deeply with people and culture.

I first joined the Ireland Japan Chamber of Commerce (IJCC) in 2020 as a Director. In 2023, I was honored to be appointed Vice President, and today, I'm incredibly proud to serve as President—the first woman to hold this position in our Chamber's history.

My vision for the IJCC is bold and forward-looking: to lead an inclusive, transparent, and purpose-driven Chamber that reflects the evolving partnership between Ireland and Japan. I believe in the power of collaboration, the strength of community, and the potential we unlock when we come together with a shared mission.

A key priority of mine is to raise global awareness of Ireland as a world-class source of sustainable, high-quality food and beverages, a message I'm passionate about amplifying here in Japan.

If you're looking to grow your business, share your story, or connect with a vibrant international network, I warmly invite you to join us. Let's shape the future together.