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Healthcare flooring partnership

It's always a positive situation to work with someone you know and respect. It usually means that the particular segment you're operating in profits from that constructive working relationship. It's this kind of partnership that's working extremely well for Amanda Hickman and Cillian O'Shea.

Northern Ireland-based Amanda Hickman and Cillian O'Shea from French flooring giant Gerflor have been working together for over eight years. Their sales and marketing efforts are focused on making positive change and growth in the healthcare flooring sector.

Gerflor are renowned for their innovation and product development: as much as 70% of sales comes from products less than three years old. For the healthcare sector, this translates into a comprehensive portfolio of pioneering solutions for the clinical environment. Driven by the needs of specifiers, operators, owners and users of healthcare facilities, Gerflor designs products that not only support key objectives such as infection control, safety and long-term cost management, but also exhibit the latest trends for colour and design. As the conventional model of the health estate changes and more services are devolved to primary care and community facilities, Gerflor is ready to adapt its product offering and approach to the sector. Listening to clients, interpreting their requirements and providing practical advice and solutions is how Cillian and Amanda can be useful resources for the sector.

Amanda Hickman has twenty years' commercial experience in export sales and marketing. It's an impressive list of achievements. Her European market knowledge and languages has enabled her to extend her own portfolio of talents towards project management, account management and specification. Her fourteen years' experience in the flooring industry in contract carpeting/contract vinyl includes eight years working with Gerflor as a full-time sales and specification representative for NI, and as a self-employed business development agent.

Cillian O'Shea has some twenty-five years B2B selling experience and has worked with key healthcare architectural practices on headline healthcare projects across Ireland. Cillian's eleven years with Gerflor have embraced major roles in sales and specification including significant account development and management, and he has driven the successful development of the retail sector through a difficult period of recession. He has worked on significant construction projects in Ireland and, where necessary, has been instrumental in the development and adaptation of products to solve practical issues.

The next chapter in the healthcare flooring story for Gerflor is a confident one, as both Amanda and Cillian are determined to make an impact on the Ireland, UK and international market but also want to target further afield. It's all about providing the best advice and information they can to assist every specifier and decision-maker. After all, it's a team effort.

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