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Noel is Director of Business Development for McNally Design International and The Irish Pub Company. He provides branding and integrated communication strategies for McNally clients and its offices in Dubai, Doha, Atlanta, Las Vegas and Sydney.

He was previously Chairman of McCann Erickson in Ireland and CEO Malaysia, Pakistan and Sri Lanka and advised Nestle, Coca-Cola, R J Reynolds, L'Oreal, Gillette, Esso, GM, Johnson & Johnson, Levi's, Guinness and Nestlé, amongst other Fortune 500 companies.

Derby is co-author of 'Superbrands' – an insight into Ireland's strongest brands and co-founder of Stretch-n-Grow Europe, the world's leading franchised health & fitness program for children. He is a member of the Marketing Institute of Ireland, studied Strategic Marketing Management at Chicago University and is a Life Member of the Malaysian Institute of Directors.