

Susan Madden, MSc

Training & Performance Management Expert, Educator, Facilitator, and Entrepreneur



Susan Madden is an accomplished educator, facilitator, and entrepreneur with over 25 years of experience in the design, development, and delivery of qualifications and short courses. She holds a Master of Science (MSc) in Training and Performance Management from Leicester University, Centre for Labour Market Studies (CLMS).

Susan has also completed prestigious programmes, including the Strategic Business Planning & Management Programme with the Irish Management Institute (IMI) and the Strategic Planning and Retail Management Programme with Babson School of Executive Education, USA. In 2019, she graduated from the Honourable Society of Kings Inn, Dublin, with an Advanced Diploma in Employment Law.

Susan is a pioneer in eLearning course design and development, having started her work in this field as early as 2008, well before it became mainstream. Her forward-thinking entrepreneurial approach also led to the creation of a mobile training vehicle that travelled from venue to venue during the economic boom between 2002 and 2007, delivering training where it was most needed.

Her expertise has extended globally, with notable work in Ghana, Africa, where she has contributed to the development of local training initiatives. Throughout her career, Susan has been ahead of the curve, consistently offering solutions to emerging problems, and her leadership has helped guide organisations to national recognition for their learning and development initiatives.

As a sought-after speaker and contributor at industry forums in Ireland and the UK, Susan has also lectured on behalf of University College Cork (UCC), The National University of Ireland (NUI), Maynooth, and the Irish Management Institute (IMI), Dublin. In 2012, she became Principal of South East College of Further Education & Training (SEC), where she specialises in creating bespoke and certified part-time courses tailored to the education and advancement of managers, supervisors, and team leaders at all levels within an organisation.

In July 2021, Susan Co-Founded QedON, an end-to-end EdTech organisation. Here she specialises in the design and development of high-quality eLearning courses underpinned by educational design for Irish, international, and global organisations.

Known for her focus, rational approach, ambition, and strong organisational and interpersonal skills, Susan's entrepreneurial spirit and commercial mindset have been key to her success in driving educational innovation. Her programmes continue to equip business leaders with essential management knowledge and skills, delivering impactful results across various industries.