Auxilion Appoints Deirdre Roche as Head of Commercial Operations

March 27, 2026

Dublin, IE - March 27, 2026 -
Auxilion, an Irish digital and IT managed services provider, has announced the appointment of Deirdre Roche as Head of Commercial Operations and Business Performance, reinforcing the company's commercial leadership as it advances its three-year growth strategy.

Roche brings more than 25 years of experience in the technology and IT services sector to the role. In her new position, she will oversee Auxilion's commercial operations strategy and lead efforts to drive overall business performance, with responsibility spanning profitability, sales, and delivery alignment, and commercial performance optimisation across the organisation.

Working cross-functionally, Roche will take ownership of business forecasting, pricing strategy, bid management, and commercial governance. She will also carry responsibility for revenue growth and ensuring that cost optimisation targets are met on a consistent basis, areas that sit at the centre of Auxilion's ambitions as the company scales its digital services offering.

Roche joins Auxilion, having held a series of senior leadership positions at Ergo, where her roles included Head of Business Management and Digital Practice Director. Prior to that, she held leadership positions at Intel Ireland and iSite, where she developed deep expertise in programme and delivery management as well as Microsoft-based solutions. That breadth of experience across both large enterprise environments and specialist technology practices is expected to support Auxilion's commercial ambitions as the business continues to expand.

Beyond her commercial credentials, Roche holds a Higher Diploma in Leadership Development from University College Cork. She has also demonstrated a longstanding commitment to diversity and inclusion, having served as a founding member of the diversity and inclusion committee at Ergo, contributing directly to the organisation's achievement of Investors in Diversity recognition.

Paul Schmitz, Commercial Director at Auxilion, welcomed the appointment. "Having worked in the IT services sector for more than two decades, Deirdre brings a wealth of experience to the team and bolsters our commercial strategy," Schmitz said. "Her strategic insight and operational focus position her strongly to support our ambitious growth plans, and we have no doubt she will help to create even more opportunities for the business, as well as for clients and partners."

The appointment follows a period of significant leadership and headcount investment at Auxilion. The company has recruited more than 30 new employees over the past twelve months to strengthen its commercial operations, leadership team, and digital capabilities. Roche's appointment to a newly defined commercial performance role reflects the increasing operational complexity that comes with that growth, and the company's intent to build a leadership structure capable of sustaining it.

Auxilion's current three-year strategy includes a ?10 million investment directed at evolving the company's digital services offering, broader business capabilities, and technology portfolio. The addition of Roche to the leadership team signals continued momentum in the commercial dimension of that plan, with a dedicated focus on ensuring that revenue performance and operational efficiency keep pace with the company's expanding service footprint.

About Auxilion

Auxilion is an Irish digital and IT managed services provider headquartered in Dublin, delivering managed IT services, digital transformation solutions, and advisory expertise to organisations across Ireland and beyond. The company supports clients in building digital readiness, strengthening operational resilience, and navigating complex regulatory environments. With a growing team of technology consultants and specialists, Auxilion partners with organisations across both public and private sectors to align technology strategy with business outcomes, enabling sustainable growth in an increasingly complex digital landscape.

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Auxilion

Auxilion is an award-winning provider of I.T. services including IT Managed Services, Modern Workplace and IT and Governance services.

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