

## working WEEK

Travis McDonough is managing director of TOG Orthotics International. McDonough established TOG in 2003 to provide orthotic diagnostic and treatment services. With headquarters in Ennis, Co Clare, the company also has a facility outside London. It employs 17 full-time staff and six sales consultants and has annual revenues of €3 million.

To date, TOG has filled more than 45,000 orthotic prescriptions to treat a range of foot, ankle, knee, hip and lower back-related ailments. Its clients include doctors, chiropractors, osteopaths, hospitals and sports professionals.

In March, TOG agreed a €1 million deal to acquire Danish orthotic distributor Orthostep Europe.

### **What are the main responsibilities of your job?**

Our mission statement is to provide world-class custom-made orthotics or insoles and improve postural stability, from the foot up. We work in partnership with our practitioners and patients in order to increase awareness of the benefits of orthotic therapy, and the quality of



**Travis McDonough**

our TOG products. I am charged with delivering this philosophy throughout Ireland and abroad.

### **What are your main professional motivators?**

My parents have motivated and inspired me from an early age. My mother is a member of parliament in Canada and works tirelessly for charitable causes and the under-privileged. My father instilled in me the value of keeping your promise and honouring your commitments.

### **What four words would you use to describe your work style?**

Passionate, dedicated, motivated, hard-working.

### **What was the best business decision you ever made?**

Setting up TOG Orthotics International. This career move has been my vocation in life. We are in a business that improves people's health

and well-being.

Through improving a person's foot function we dramatically reduce, alleviate and eradicate back, hip, knee and foot pain. It gives me immense satisfaction to know that in excess of 60,000 people have benefited from our company and our orthotic products.

We are Europe's largest orthotic supplier, having recently completed the takeover of Orthostep Europe in Scandinavia.

### **What was the most valuable lesson you ever learned in business?**

Deliver on your promises, nothing comes without hard work and application. Always give back. We are the largest corporate sponsor to the Tony Griffin Foundation for cancer research and I am proud to be a director of this very worthwhile charity.

We continually strive for improved levels of customer service and support and we set the benchmark in this regard. We reinvest in research and development and clinical programs. We set new technological standards to deliver better healthcare.

### **Who do you most admire in Irish industry and why?**

I admire Michael Smurfit for pioneering the corrugated box industry and showing that we have world-class lea-

ders and entrepreneurs in Ireland. We are a 100 per cent Irish-owned and managed business.

I derive such satisfaction when we beat our competitors as we carry this mantra and belief on to the European stage. People of this pedigree give us such confidence in ourselves.

### **Is this where you expected to be five years ago?**

Yes it is, we are blessed to have built up a national alliance of high-calibre healthcare professionals who represent us in the towns throughout Ireland on a daily basis. These people are excellent ambassadors for our business.

### **Where do you see yourself in five years?**

We are poised to roll our very successful Irish business model throughout all countries of Europe in the next three years. We will see the fruits of our hard work with contracts signed with some of the biggest hospital chains in the third quarter of 2008. I have such faith in the team that supports me.

We have excellent staff in Ireland and abroad who are dedicated to their task of growing this business and we all work as a very efficient and effective unit. I must thank each and every one of my team for their professionalism.