

All-Island Female Entrepreneurs Conference

You've Got This



Meet Our Speakers



Caroline O'Neill

Founder of Digg For Success

Conference Host

Caroline O'Neill is the founder of the Digg Community, encompassing Digg Mama, Digg for Success, Digg Podcast, and the registered charity Digg Deep for Kids. With over 250,000 social media followers, Caroline's platforms focus on connection and making a difference. Digg for Success has empowered over 2,000 professionals through mentoring, workshops, and events, while the Digg Podcast reached number 3 in the UK podcast charts. Her registered charity, Digg Deep for Kids, has raised over £700,000 to support families in need. At the heart of it all, Caroline is committed to inspiring and uplifting communities.



Sara Davies MBE

Entrepreneur & TV personality

Guest Speaker

Sara Davies MBE is the founder and creative director of Crafter's Companion. She was born in Coundon to entrepreneurial parents, Frank and Susan, and today lives in County Durham with her husband Simon and her children, Oliver and Charlie. Sara established Crafter's Companion while studying for a Business Management degree at York University. During a placement at a small craft company, she spotted a gap in the market for a tool that could create bespoke envelopes for handmade cards. With help from her retired engineer father, Sara designed and launched a ground-breaking craft product called The Enveloper. In 2016, Sara was presented with an MBE in the Her Majesty's Birthday Honours List, for services to the economy. In 2019, Sara was named as the youngest entrepreneur to join BBC One's Dragons' Den and she danced her way to week seven on series 19 of Strictly Come Dancing with her partner Aljaž Škorjanec in 2021. In 2024 Sara was awarded an Honorary Degree of Doctor of the University of York, where she first studied for her Bachelor's Degree. Then alongside Vicky Pattison, Laura Whitmore and Alex Scott, Sara completed Comic Relief's first all-female celebrity challenge in February 2024, trekking four days across the Arctic to raise money for Red Nose Day, which garnered an incredible response from the public.

Alyson Hogg

Founder and CEO of VITA LIBERATA & Simple Purpose Ltd.

Guest Speaker



In 2003, Alyson imagined, created, developed and sold her global beauty brand, Vita Liberata. From its humble beginnings in a small village in Ireland, she led Vita Liberata to disrupt the self-tanning category, achieving worldwide distribution and culminating in its successful merger with Crown Laboratories in the United States in 2018. Fast forward to March 2024, Alyson re-acquired Vita Liberata, marking the beginning of an exciting new chapter. Hear from someone who has created, built and sold a global brand. This is a story not to be missed!

AnneMarie Whelan

CEO at RegSol

Panel Discussion | It takes a village: No one builds alone



AnneMarie Whelan BL is CEO at RegSol, which provides Compliance Support services primarily to the financial services sector through Consultancy and Training services. As a qualified Barrister, AnneMarie spent 9 years at the Bar of Ireland before switching to financial services regulation in 2014. Since then, she has developed expertise in Anti-Money Laundering, Consumer Protection and Data Protection. AnneMarie regularly presents at different industry events on these topics. She currently holds a PCF12 Head of Compliance designation for an insurance intermediary and is a named MLRO for a Credit Union on an outsourced basis. As a business owner, AnneMarie is passionate about providing quality employment opportunities particularly for working parents, and the eradication of gender inequity in the workplace.

Ciara Crossan

Founder & CEO of WedPro

Panel Discussion | It takes a village: No one builds alone



Ciara Crossan is the founder and CEO of WedPro, a leading events software company serving hotels and wedding venues across the UK and Ireland. With over 17 years in the hospitality tech space, Ciara is a passionate advocate for exceptional customer experience and empowering event professionals through smart technology. Her company helps busy venues streamline their wedding enquiry process, save valuable admin time, and ultimately increase bookings. Ciara is a dynamic speaker and hospitality marketing expert, known for her engaging style and practical insights. She regularly delivers training, speaks at industry events, and mentors other female founders. Ciara's entrepreneurial journey—from bootstrapping her business to scaling it internationally—has earned her recognition from EY Winning Women, Network Ireland, and Enterprise Ireland. She brings energy, authenticity, and a collaborative spirit to everything she does.

Morgan Pierce

Founder & CEO of SolarSmart Energy Ltd

Panel Discussion | Still Standing: What We Learned When It All Went Pear Shaped



Morgan, a Columbia graduate in Computer Science and Economics, began her career as an entrepreneur launching two start-ups in 3 years, both achieving multi-million dollar exits. In 1999, she moved to Ireland to gain multinational experience working as Director of Marketing for EMEA at Oracle. Over a career spanning 35 years, she has been involved with more than 20 successful start-ups. Morgan has managed teams of over 1,000 people and annual revenue of more than \$400 million. Today, Morgan is founder and CEO of SolarSmart Energy Ltd, one of Ireland's only female-owned domestic & commercial solar energy installation companies. Founded in late 2020, SolarSmart has installed over 1,300 solar systems across Ireland's homes and businesses and is now the country's highest-rated solar installer on Trustpilot. Committed to exceptional customer service and customer education, Morgan continues to drive SolarSmart's growth and solar energy adoption nationwide.

Niamh McCarthy

Founder of Niamh Designs

Panel Discussion | It takes a village: No one builds alone



Niamh is the founder and creative force behind Niamh Designs, an award-winning embroidery studio based in Lurgan. Specialising in bespoke bridal jackets, Niamh blends bold, rock 'n' roll energy with delicate, detailed embroidery to create unforgettable statement pieces for modern brides. She launched Niamh Designs in 2019 and quickly earned international recognition for her distinctive craftsmanship and personalised approach. Niamh's work has attracted widespread acclaim, including a custom jacket for Kourtney Kardashian's son and to produce 50 limited-edition jackets for the 40th anniversary of Michael Jackson's Thriller album. She was named Young Businesswoman of the Year at the Women in Business NI Awards in 2021 and featured in the Belfast Telegraph's '30 Under 30' list in 2024. With a global customer base and strong demand across the US, Niamh Designs continues to redefine bridal fashion with originality, heart, and heritage.

Edel Doherty

Founder of Beyond Business Travel

Panel Discussion | Still Standing: What We Learned When It All Went Pear Shaped



Edel Doherty is a seasoned entrepreneur, consultant, and thought leader in the business travel industry. As the founder of Beyond Business Travel, she successfully grew the company into one of Ireland's leading travel management firms before its acquisition in 2024. Edel now works in a strategic consulting role, focusing on growth, innovation, and leadership development. With over 25 years of entrepreneurial experience and currently serving on several advisory and non-executive boards across the private and non-profit sectors. Her board work reflects her commitment to strategic growth, governance, and supporting female-led enterprises. Edel is passionate about building purpose-driven businesses. She is also a dedicated mentor and active member of WIB, championing women entrepreneurs across the island of Ireland.

Irene Breen

Founder & CEO of BellaMoon

Panel Discussion | Fuel for Growth: Demystifying Finance with Those Who've Been There



Irene Breen is the Founder & CEO of BellaMoon. Originally dedicated to supporting women through pregnancy and breastfeeding, BellaMoon has evolved its focus to sleep support for all adults struggling with sleep during injury, post-operation, chronic pain, peri-menopause, menopause and beyond. Known for its unique and colourful patterns and prints which are inspired by Irish art and literature, flora and fauna, myths and legends. Since launching BellaMoon, Irene has led the brand to international success, earning numerous industry accolades, including the Women in e-Commerce Award (2023), multiple Junior Design Awards (2019–2023), and Mother & Baby Product Awards (2019–2023). BellaMoon has been featured in VOGUE, The Independent, The Sunday Times, Cosmopolitan, Grazia, and more. BellaMoon is proud to retail in the prestigious John Lewis and recently launched in the renowned Bloomingdale's New York. Irene is focused on scaling BellaMoon into a global brand, bringing beautiful Irish-designed, comforting, and functional sleep-focussed products to empower women across the world.

Dr Pragya Sharma

Founder & CEO of Granlab

Panel Discussion | Fuel for Growth: Demystifying Finance with Those Who've Been There



Dr Pragya Sharma is a structural biochemist turned biotech entrepreneur, dedicated to transforming the future of skincare through science-led, steroid-free solutions for chronic skin conditions. As the Founder and CEO of Granlab, she is on a journey combining her deep academic expertise with a bold entrepreneurial vision to develop bioactive treatments that restore both skin health and confidence. Dr Sharma holds a PhD in Structural Biochemistry from Queen's University Belfast. Her research into protein structures led to the launch of a pioneering biotech skincare start-up. Recognised on Ireland's 30 Under 30 list, honoured at the House of Lords as a Young Indian British Entrepreneur, a TEDx speaker, and 2023's Young Business Woman of the Year, she also shares the realities of start-up life on TikTok. Backed by UKRI and Innovate UK, she works with dermatologists and industry leaders to deliver tech-driven skincare solutions.

Magda Seymour

Founder & Creative Force of Pure Oskar

Panel Discussion | Still Standing: What We Learned When It All Went Pear Shaped



Magda Seymour is the founder and creative force behind Pure Oskar, an award-winning handcrafted personal care brand rooted in Irish heritage and sustainability. Drawing on her background in project management and years in the tourism industry, Magda launched Pure Oskar in 2020 with a vision to create meaningful, artistic products that tell a story. At the helm of the company, Magda oversees everything from product design and development to operations and business strategy. Her innovative approach combines traditional soap-making with modern design techniques, including bespoke 3D moulding. Under her leadership, Pure Oskar has grown into a brand stocked in over 100 stores across Ireland, the UK, Europe, and North America.

Yvette McGaffin

Founder & CEO, Reform RX

Panel Discussion | It takes a village: No one builds alone



Yvette is the Founder and CEO of Reform RX, the most advanced reformer Pilates equipment on the market. With nearly 20 years of experience in the Pilates and wellness industry, Yvette has pioneered a unique fusion of tradition and innovation, integrating patented technology with Pilates to deliver on-demand content and real-time performance metrics. Since launching Reform RX, Yvette has transformed the way people engage with Pilates, positioning the brand at the intersection of fitness, technology, and luxury. The company now operates in 13 countries, serving boutique studios, luxury hospitality, health clubs, and private homes. Reform RX has also secured high-profile partnerships with global hospitality leaders including Waldorf Astoria and Mandarin Oriental, expanding the brand's reach into premier wellness destinations worldwide. A former boutique studio owner in the UK, Yvette has leveraged her deep industry insight to build a globally recognised fitness brand from the ground up. She is a driving force in the digital fitness revolution, setting new standards for accessibility, performance, and user experience in a modality that has become the most searched fitness trend of 2023.

Niamh Cushnahan

Purple Dot Media

Breakout Session | Viral Video Marketing - Effortlessly



Niamh Cushnahan specialises in producing high quality promotional videos for a diverse range of clients, including government bodies, councils, banks, retailers, construction firms, and organisations across the public sector. In addition to video production, Niamh is passionate about empowering businesses to create their own content. Through one-to-one mentoring and practical workshops, she teaches individuals how to film and edit professional videos for social media using only their smartphone. To date, Niamh has produced thousands of promotional videos and trained thousands of businesses across the island of Ireland, helping brands tell their stories with confidence.

Criona Turley

CEO of Capella

Panel Discussion | Fuel for Growth: Demystifying Finance with Those Who've Been There



Criona is CEO and co-founder of Capella, a leading voice in workplace innovation, technology, and human behavior. With expertise in workplace strategy, she helps global companies optimise hybrid work using data from sources like sensors and booking systems. Based between Ireland and the U.S., Criona champions AI-powered insights to drive smarter, people-focused decisions and reduce costs. She's passionate about workplace intelligence, proptech, and scaling international teams.

Maire Nawaz

Founder & Managing Director of Beecome More

Breakout Session | Selling with Confidence: Owning Your Value & Closing with Impact



Maire is an experienced leadership and sales expert, known for delivering transformational training that drives results. With over two decades of experience leading high-performing teams across multiple industries, Maire's vision is to nourish minds, empower growth and create positive futures for clients. She is the founder and managing director of Beecome More, where she has designed and delivered dynamic leadership and sales programmes for clients helping individuals and teams achieve measurable growth through practical, mindset-driven strategies. Maire's approach reframes sales as a relationship-building process rooted in service and value. Her RELATE Sales Model provides a clear, six-stage framework that equips participants with the tools, techniques, and confidence to succeed in any sales conversation. An engaging speaker and passionate coach, Maire is especially dedicated to supporting women in business – helping them own their value, communicate with impact, and lead with confidence.

Grace Smith

Founder of Workforce Wellness

Panel Discussion | Still Standing: What We Learned When It All Went Pear Shaped



Grace Smith is flipping workplace wellbeing on its head, with a bold, no-BS approach that ditches the fluff and delivers real change. After losing 156lbs and overcoming extraordinary personal challenges, she built Northern Ireland's No.1 Health and Wellness Studio, Forge Female Fitness, and now leads Workforce Wellness, a disruptive consultancy rewriting the rules of corporate health from the inside out. Her work recently won Best Corporate Healthcare Programme at the 2025 All Ireland Private Healthcare Awards, she has also been named Health & Wellbeing Business of the Year, Coach of the Year, and Inspirational Woman in Health & Wellness. Recently named Great British Entrepreneur of the Year Northern Ireland, Grace is fast becoming the go-to voice for culture-first, coaching-led workplace wellbeing that resonates at every level, from the boardroom to the boots-on-the-ground. Her mission? To help 10,000 people transform their health over the next three years, and show the industry that wellbeing isn't a perk. It's power.

Melanie Harrison

Owner of Chambers of Distinction

Panel Discussion | Fuel for Growth: Demystifying Finance with Those Who've Been There



Melanie Harrison is a vintage collector, events curator and the owner of The Harrison Chambers of Distinction townhouse hotel in Belfast's Queens Quarter. Melanie has expertly woven past and present into an individual celebration of a city like no other. Each of the 30 rooms combines pieces collected by Melanie over many years with the very best facilities that the 21st-century traveller demands and expects.