



## Áine Mulloy

### GirlCrew

GirlCrew is a platform for women to make new friends and link with people to share interests and activities with, for example to go to a concert with, go hiking with, find a group of girls to travel with, as well as to join common interest groups.

Áine's background is in publishing, market research and digital publishing. Along with co-founders Elva Carri and Pamela Newenham she set up GirlCrew. It started off as something fun, but with the speedy growth of GirlCrew groups in cities world-wide, GirlCrew quickly spiralled into a global community, and now has more than 90,000 members across 46 groups, and spans four continents.

This number is growing constantly as requests come in from non-members to establish groups in their areas. At any one time there is a waiting list of more than 180 cities, an indication of the success of this network and its popularity with women across all cultures. From its initial focus on building connections and networks, the platform now incorporates in-app advertising, subscriptions and partnerships with companies such as Microsoft, Dell and PayPal.

GirlCrew has lots of exciting plans for 2017, including the launch of their app which will be available for download in the coming months. GirlCrew is clearly focussed on growing the business and becoming an industry leader in this field. With interest in joining the network showing no let up, they are aiming at reaching over 400,000 members by the end of this year, and over 1 million by December 2018.

[www.girlcrew.com](http://www.girlcrew.com)

