



## Áine Kerr

Kinzen

Áine Kerr is the co-founder of Kinzen, a technology company helping citizens engage with the publishers who inform, inspire and empower them. Kinzen is building tools for people and publishers to access and present personalised news and information.

Áine began her career as a teacher before moving into journalism, working for seven years as a political correspondent and news reporter with The Irish Times, The Irish Independent and The Irish Examiner. Throughout her career, she has tried to step outside of her comfort zone and take different vantage points of journalism, the industry she loves. Áine spent five years with Storyful, the first social media news agency, before becoming Facebook's global head of journalism partnerships in New York City. During her time in New York City, she became a Fellow of the Sulzberger Leadership Program in Columbia University and it is there that she began to consider setting up another start-up with the potential for global impact during a massive collapse in people's trust in media.

Kinzen wants to make it easy for users to support quality journalism and develop deeper engagement with the publishers they value most. Their personalisation products help users overcome information overload through a productive daily news routine that they control.

In 2018, Áine was honoured to be awarded the Woman of the Year in Media by Irish Tatler Magazine and hopes she can do that recognition justice by building a great company, and being a leader who helps other women in the industry succeed and thrive.

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