



Orb Media



Ciara Sheahan

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Ciara Sheahan is the co-founder of Orb Media, a technology platform that enables brands to drive growth with data driven results. Ciara has a proven track record in sales, media, property and technology. As a marketing manager in property she was researching technology trends when she came upon 360 cameras in 2017. She set up Orb Media with co-founder Ian Walsh, a former sales director, building teams and revenues in excess of €40 million in IT distribution. Orb partnered with Samsung when the Samsung Gear was launched, validating the market and developing out various iterations of their platform. Since then they have built up an award-winning team of developers with AR, VR and gaming experience.

Orb Media are revolutionising the consumer-brand relationship. They create online immersive 360 and Virtual Reality brand experiences giving brands new reach in an innovative way. Designed to be used on all devices, Orb Media build compelling, interactive stories bringing brands to life, creating indulgent sensory experiences that don't require a VR headset. Orb Media's experiences are next generation marketing, delivering behavioural data output back to the brand.

Ciara's mission is to change the way consumers see the world with 360 technology. Her platform has the potential to bring new levels of empathy and storytelling across all market sectors. Ciara wants to embed her experiences into the everyday lives of smartphone users globally.

www.orbmedia.ie

