



Máirín Murray

Digital Doddle

Máirín Murray is the founder of Digital Doddle, a digital learning agency that harnesses instructional design skills, digital content production expertise and technical know-how to produce transformational online courses and ed tech products. Launched over three years ago, Digital Doddle aims to maximise the impact of online learning. The company has secured high profile customers in the education and medical sectors, including NUIG, College of Anaesthesiologists of Ireland, Royal College of Physicians, and Royal College of Surgeons Ireland – Faculty of Radiologists. Their highly successful learning products include the Steth-o-cope app to support medical interns, e-learning campaigns to inform women about BRCA gene alterations and train the trainer resources for medical consultants.

Máirín is a digital learning expert with over 10 years' experience leading digital product development in many sectors including medicine, education, health, finance and not-for-profits. As a Senior Producer at the BBC in London, she produced a variety of digital learning courses and campaigns, before returning to Ireland and launching Digital Doddle. She is co-founder of Tech for Good Dublin and TechFoundHer.

Since Covid-19 there has been significant growth in interest in harnessing online as a platform. Digital Doddle is supporting clients with a range of mentoring and coaching services, alongside end to end online course production. The company now plans to market its services and products across the island of Ireland and beyond and scale to help more individuals, organisations and businesses have greater impact.

www.digitaldoddle.com