

# coalesce

Where quality creatives unite



## Orla Murray

Coalesce

Orla Murray is the co-founder of Coalesce, a company that brings small creative businesses together to collaborate on larger contracts.

Orla has over 20 years' experience working in the press and PR photography industry. She began her career as a photographer in a large Dublin press and PR agency before setting up her own photography business. After ten years working for herself she merged with co-founder Shane O'Neill and became SON Photographic Ltd. During this time she noticed it was always the same agencies successfully bidding for large procurement projects. Smaller companies often did not have the resources or capacity on their own to compete. In response to this, Orla built a framework that would bring smaller businesses together into a cohesive unit and enable them to compete for larger contracts.

In the last year SON Photographic has evolved and rebranded as Coalesce. The company now brings together both photographers and videographers, and has the potential to expand beyond this remit, so that they can successfully compete for and deliver larger contracts. Following on from the rebrand, Coalesce continues to move forward and is starting its ISO 9001 journey. It is also currently developing an e-commerce platform for the members of its group, as well as continuing its expansion beyond Dublin to become more national in its focus.

[www.coalesce.ie](http://www.coalesce.ie)