



Anna Downes

Video Sherpa

Anna Downes is the co-founder and CEO of Video Sherpa, an innovative video production platform that enables companies to create their own original, professional-quality video content in-house.

With a background in marketing and communications in the cultural and educational sectors, Anna understands the importance of video as a key communications and engagement tool for organisations today. With the rise of digital content consumption, it is more important than ever that companies can continue to engage with existing and potential customers through the medium of video. Streamlining the production process, and reducing the cost involved in creating this content, is where Anna's passion lies.

Anna leads the team at Video Sherpa, whose mission is to transform the process of creating video content, equipping marketing teams with technology and training so that they can scale their own video marketing campaigns and skyrocket audience engagement.

With the support of Enterprise Ireland and a group of angel investors, the Video Sherpa platform was launched on the market in November 2019 and is used by clients in the Higher Education, Manufacturing, Healthcare and Tourism industries in the UK and Ireland.

Having previously been awarded the 'Best Emerging Businesswoman' award by Galway Network, Anna was also honoured to accept the Media Innovator Award for 'Best Cloud-Based Video Platform' in 2020.

www.videosherpa.com

