



Aoife O'Brien

Happier at Work

Aoife O'Brien is the founder and CEO of Happier at Work, a business with the mission to find better matches between people and organisations. Prior to setting up her own business, Aoife's career spanned 20 years in market research in the FMCG industry, working with global clients to solve marketing problems using data analytics. She has lived and worked in Dublin, London, and Australia and has a first-class MSc in Organisational Behaviour, and a Diploma in Executive Coaching.

The inspiration for Happier at Work came from several experiences at work. Upon further research, Aoife found that globally 85% of employees are disengaged. In 2019, she saw an opportunity to solve this problem by supporting businesses to create happier working environments using research-backed methods. She is passionate about 'fit' and specifically how creating the right environment can help individuals to reach their full potential and support organisations to thrive. She is currently running a pilot programme to take what she knows and apply it at scale.

Aoife has been featured by Today FM, 2FM, The Irish Times, The Sunday Times, Stylist and Her.ie. Her podcast, Happier at Work, features a combination of interview-based episodes as well as solo podcasting, and has over 43K listens globally. She was runner up in the Digital Women Podcast of the Year Award in 2021.

Aoife has been shortlisted for a British HR Award (2022) and was a finalist in Businesswoman of the Year (Emerging New Business) Network Ireland, Dublin in 2020 and 2021.

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