

HERSPORT



Niamh Tallon

Her Sport

Niamh Tallon is the co-founder of Her Sport, alongside her business partner Mohammed Mahomed. Niamh has a background in business and marketing and has always had a passion for sport. Her Sport was created due to the lack of coverage for female athletes, with the ambition to give them the recognition they deserve, showcasing role models, and reducing the dropout rate of girls and women in sport.

Niamh values the impact that sport has had on her life, in both personal and professional capacities, and is determined to see other girls and women offered the same opportunities as their male counterparts.

Her Sport has built a digital community of over 120,000 people, doubling year on year and has become the go-to source for women's sports content. They create written, video and audio content, as well as hosting in-person events. Her Sport works with brands big and small, offering the opportunity to connect with the loyal and engaged audience that Her Sport has created. Her Sport also delivers educational workshops to schools, clubs and workplaces, creating cultural change across Ireland.

The journey so far has seen Her Sport create print magazines, tv shows, host live events, as well as receive recognition and awards at the IMAGE Businesswoman of the Year Awards, Irish Sport Industry Awards, Digital Business Ireland Awards and more.

Niamh and the team have ambitious goals, both domestically and internationally, as they look to further develop the business in relation to partnerships and education.

www.hersport.ie

