

# Sister.



## Jennie Mc Ginn

### Sister The Agency

Jennie Mc Ginn is a digital pioneer who has spent the last 20 years at the forefront of ecommerce and digital innovation. She has fluidly moved between in-house roles as Head of Ecomm for Lifestyle Sports, Head of Brand for Fields Jewellers, Head of Digital for Chupi and building brands, business and agencies with Prowlster, Opsh and now Sister The Agency.

Sister The Agency provides ecommerce, branding and marketing services to Irish retail businesses. Their product offering consists of start-up, scale-up and growth packages and they are often involved in product ideation right through to GTM strategies and post-launch support. Sister The Agency was born as a response to the increased demand for innovative ecomm delivery for businesses in the digital age. The agency has worked with a wealth of clients including Bean & Goose, Natasha Sherling, Cushendale, Sisterly Supplements, Edge Only, Flowerpop, BuJo, Huku Balance and more.

Jennie has been awarded Outstanding Marketer of the Year, as well as being shortlisted and nominated for multiple Top 30 Under 30 awards, IMAGE Magazine Digital Businesswoman of The Year and Retail Week awards.

Sister The Agency is now launching an online education hub designed to deliver on-demand learning for entrepreneurs and intrapreneurs looking to enhance their digital competencies. Through the Starting Strong programme, Jennie has been able to validate the concept, build out the pricing strategy and refine a go-to-market strategy for launch. Sister The Agency will be launching its new product offering in September 2024, with plans to move into the UK in February 2025 with partner agencies.

[www.sistertheagency.com](http://www.sistertheagency.com)

