

COLECTIVO



Laura McDermott

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Laura McDermott emigrated to Spain from 2015-2022, marking the beginning of her career in design and innovation. Over the years, she held director-level roles in academic and sustainability departments at IE Business School, Madrid. This allowed her to refine global business skills, expand her expert network and cultivate a deep understanding of sustainable design. Named a Top 100 Women in Social Enterprise by the Euclid Network in 2022, Laura's focus shifted to Colectivo, a consultancy she founded to design and develop sustainability programmes for companies.

Colectivo facilitates businesses' transition to sustainable business models. With over 120 years of cumulative experience, Colectivo experts assist companies worldwide in implementing tangible solutions. Recognized as a Green Service Provider in Ireland, Colectivo has collaborated with global organisations, UN agencies, and investment funds since 2023.

Laura's journey to establish Colectivo was shaped by her extensive experience in European and LATAM markets, where she led the design of strategic social innovation programmes between IE and global organisations. Pivotal moments included returning to Ireland, setting up the company in 2022, participating in programmes like Back for Business and Starting Strong, and winning the New Emerging Business title at the 2024 SFA awards.

Looking ahead, Colectivo aims to expand its impact across diverse industries - especially those with a major social or environmental footprint. Plans include growing the team and establishing permanent offices in Dublin and Madrid, while maintaining a remote-first approach. By 2029, Colectivo envisions being globally renowned for its innovative approach to sustainability challenges in business.

www.colectivo.ie

