



# Máire O'Herlihy

## EudaOrg

Máire O'Herlihy is the co-founder of EudaOrg, a startup focused on driving impact in Diversity, Equity and Inclusion (DEI).

A Cork native, now based in Dublin, Máire's career in the tech sector spans over 8 years working in sales in companies like Salesforce and Stripe. Most recently at Stripe, she was a first hire to their Outbound Business team and then on their Platform team helping to scale their organisation in EMEA and working with some of the most ambitious and fast-growing platforms. Always passionate about DEI, Máire led Stripe's community for women and non-binary people in Dublin and worked on many initiatives.

Working in the tech space, Máire saw first-hand how difficult it was for companies to unify a strategy for DEI and drive impact. Founded in 2021 with co-founders Nessa Maguire and Allison Kuschel, EudaOrg's goal is to make the workplace fairer and more inclusive for everyone. Driven by psychology, EudaOrg's software focuses on improving culture, talent attraction, retention, innovation, and more by giving companies all the tools they need to be successful in DEI.

EudaOrg works with companies of all sizes, giving them access to affordable enterprise-grade assessments, DEI action plans, resources, and analytics. EudaOrg breaks down DEI into achievable blocks of work to create meaningful and sustainable change.

After a successful beta in 2023 and support from LEO, CorkBIC and Enterprise Ireland, EudaOrg launched in 2024 and works with companies in both Ireland and the US. Kicking off a Seed round in 2024, EudaOrg has ambitious plans to scale and support more companies on their DEI journey.

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

