



# Michelle O'Keeffe

## Platform55

Michelle O'Keeffe had a successful career in digital marketing for nearly 20 years before becoming an entrepreneur. She was a lecturer and was also recognised by The Institute of Advertising Practitioners In Ireland for her achievements in media. She was promoted to MD of a media agency 24 hours before her first baby arrived, which gave her not only first-hand experience of having a senior career and a young family, but also the inspiration for setting up Platform55.

After her lived experience of trying to balance a senior career and a young family, the entrepreneur in her was screaming at her to do something to change this for other working parents.

With her co-founder Tracy Gunn, she has developed Platform55, a first-to-market platform that transforms how organisations support modern families at work. The platform provides practical support for employees, managers and HR, addressing immediate needs, whilst also driving change at a strategic and societal level.

Platform55 supports over 42,000 employees in 7 European languages and sign language. They were recognised at the Dublin Tech Summit in 2023, coming 2<sup>nd</sup> out of 128 global start-ups, they won the Entrepreneur Award at the Diversity in Tech Awards 2023 and were a finalist in the Irish Times Innovation Awards 2022.

In the next 5 years, Michelle's ambition is to support 1 million working families, close the gender pay gap in partnership with their clients, and deliver a tangible solution to the 'S' of ESG regulatory obligations.

[www.platform55.com](http://www.platform55.com)

