



Louella Morton

TestReach

GOING FOR GROWTH PROFILE

NAME:

Louella Morton

BUSINESS

TestReach

POSITION

Co-Founder & Co-CEO

WHAT WE DO

Cloud-based solution covering the end-to-end examination process used to create, deliver and mark any type of assessment.

CONTACT US

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Louella Morton's journey into the tech world began when she did a degree in computer science at Trinity College and after graduating, her first role was as a software developer in a large financial institution. As her career progressed in organisations such as Deloitte and Adobe, she quickly ascended the ranks, moving more onto the business side. With strong communication skills and a healthy competitive streak, Louella found her calling in the enterprise software sales world, where she held a number of senior commercial roles in the educational technology sector

Fuelled by a passion for technology and a desire to create something meaningful, she took a leap of faith, and in 2014, with a vision to completely disrupt the way that exams are run, she co-founded TestReach with her business partner and Co-CEO Sheena Bailey.

TestReach is an end-to-end software and services solution to manage high-stakes examinations. It not only covers authoring, delivery, marking, moderation and results issuing, but also includes proctoring functionality, where for any exam TestReach supervisors remotely monitor each candidate taking the exam via video, audio and remote screen share. Candidates can take their exam using a desktop or a laptop at a location of their choice, and do not need to travel to a test centre, which provides a huge degree of flexibility.

Taking a bootstrapped approach, Louella and Sheena have transformed TestReach from an initial idea, into a major global player in the online assessment industry. Currently running over 4 million tests per year, with candidates in more than 150 countries and 200+ staff, TestReach has grown rapidly, with plans to continue this expansion at pace. TestReach has been included in the Deloitte Technology Fast 50 Awards for 2022 and 2023, and both Louella and Sheena are EY Entrepreneur of the Year Finalists, 2023. In addition, they are recipients of the Founder of the Year Award, from UCD.

Louella is clear that taking part in Going for Growth played a key role in TestReach's success. *"I have benefited greatly from Going for Growth and from continuing within the Going for Growth community. It gave me a wonderful opportunity to network and establish solid business relationships that I know will support me as we continue to grow the business".*

Louella is a vocal advocate for female entrepreneurs and is keen to support initiatives aimed at empowering women to start their own businesses, particularly in the tech sector. She has been recognised with many awards such as Entrepreneur of the Year at the Irish Women's Awards 2023 and shortlisted for WMB Female Entrepreneur in 2024.

