



Caoimhe de Fréin

DEFREIN

Caoimhe de Fréin is an engineer, creative, and life design coach with a PhD in Physics and over a decade of experience as a Data Leader in the corporate world. Her career across multiple sectors has shaped a well-rounded perspective on performance, leadership, and personal growth. Driven by a desire to help people tap into a more curious and creative way of thinking, Caoimhe founded DEFREIN - a creative hub for leadership and self-development. Rooted in her passion for helping people design more intentional, fulfilling lives, DEFREIN operates at the intersection of creativity, structure, ideation, and personal development. Today, it supports individuals and organisations through coaching, workshops, and facilitation.

A key development in the business has been its expansion from one-to-one coaching into corporate programmes. Caoimhe now works with leaders, teams, and graduates through interactive Design Workshops and Boost Labs, blending creativity with practical tools. These sessions focus on leadership identity, career ownership, and sustainable performance, enabling participants to gain clarity, build confidence, and take meaningful action.

Highlights to date include interviews on national radio and podcasts, and features in print media. Caoimhe has also won the Hi Style Women of Vision Award and received other award nominations such as DLR Most Innovative Business of the Year and Evoke Wellness Life Coach of the Year. Caoimhe has facilitated workshops internationally and worked with corporate clients including Flutter, Diageo, IMAGE, KPMG, ESB, and Árachas.

Looking ahead, Caoimhe is focused on scaling DEFREIN through team expansion, new programmes, and digital offerings to broaden its reach. Her vision is to build a business that inspires people to live by design, not by default—and to believe in what's possible.

www.defrein.com

