

kinset



Katie O'Riordan

Kinset

Katie O'Riordan is the co-founder and CEO of Kinset, with 25 years' experience across consumer goods and fashion, including managing the global outerwear division at Burton Snowboards and founding sustainable fashion brand Theo + George. Through that work, she saw the opportunity to use product data to drive transparency, circularity and intelligent retail experiences.

In 2023, Katie joined forces with serial technology entrepreneur Alan Giles to co-found Kinset. Kinset is a connected product platform helping brands unlock the value of their product and supply chain data through smart labels, Digital Product Passports and traceability. By giving products a digital identity, Kinset enables data to move with them, powering more transparent supply chains, circular systems and new retail experiences such as real-time insights, AI-driven engagement and smarter in-store decision-making.

Kinset works with brands and supply chain partners across Europe, the UK, the US, Asia and Africa, including Irish brands such as Ériu, Celtic Tweed, McNutt of Donegal and SISTERLY, and launched its first Digital Product Passport at Paris Fashion Week.

A GS1 solution provider, the company supports the shift to Digital Link QR codes under Ambition 2027 and contributes to the European Commission's CIRPASS-2 initiative.

In 2025, Kinset won the CircThread Digital Product Passport Hackathon, was shortlisted for the All-Ireland Circular Venture Awards and signed a memorandum of understanding with ProKnoWara to support rollout across 500+ factories in Bangladesh.

Kinset is now focused on scaling globally, supporting brands and manufacturers as they prepare for new regulatory requirements and unlock value through connected products.

www.kinset.com

