



# Marian Kennedy

## Anewmum

With a background in business and accounting, Marian Kennedy's journey into entrepreneurship was sparked by her own experience of motherhood in 2015. Identifying a significant gap in the market for effective postnatal care, she founded Anewmum to ensure every woman has a better recovery experience. Driven by the belief that physical recovery is vital for maternal mental well-being, she created a brand dedicated to safe, specialized solutions.

Based in Clonmel, Anewmum has evolved into a science-backed leader in female healthcare. Marian collaborated closely with the Centre for Applied Bioscience Research (CABR) to scientifically validate her products, proving their clinical efficacy in enhancing wound repair. A major milestone is the recent launch of the Liberty Pro range—patented, hospital-strength wearable breast pumps designed for maximum mobility. These innovations, and a growing pharmacy presence nationwide, have earned Marian prestigious accolades, including winning the Visa “She’s Next” Grant Programme 2025, Google You’re the Business Winner 2024 & the Tipperary Chamber Best Start-Up Business award 2024.

Now a mother of four, including identical twins, Marian is committed to empowering mothers globally. Through Starting Strong, she aims to scale Anewmum into an international household name. Future plans focus on a phased launch into the UK and EU markets while continuing to expand the product line to support every stage of the maternal journey, ensuring no mother navigates her recovery without the professional support she deserves.

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