



Nadia Power

Swifter

Nadia Power is an Irish athlete and business owner. She is an elite middle-distance runner who has represented Ireland on the global stage, including at the Tokyo Olympics. In 2023, Nadia co-founded Swifter, alongside her partner James who is an Inter-county hurler. Combining James's background in product development with Nadia's standards as an Irish track Olympian, Swifter specialises in problem solving running gear for athletes of all levels. Nadia personally uses 20 years of running experience to stress-test every item to ensure it meets the demands of high performance.

Swifter's first product; SwiftVest Running Vest, was inspired by the increased participation in long distance running that Nadia noticed in the years after the COVID-19 pandemic. Nadia and James worked together to design and test SwiftVest, a product built to help runners carry their water, phone and essentials securely while running. SwiftVest is still Swifter's hero product, having now sold over 75,000 units worldwide.

Swifter operates primarily through a global D2C model through its website, as well as Amazon UK, US and AU. Meanwhile, Swifter has secured placements in premier retailers such as Lifestyle Sports and Brown Thomas.

Since it was established, Swifter made the 2024 National Shortlist for E-commerce Start Up of the Year, and was also an Irish Ecommerce Awards Finalist in 2025. Most recently, Swifter won Exporter of the Year at the South Dublin Local Enterprise Awards.

Looking ahead, Swifter is set to expand its footprint in the United States and start selling in Central Europe by late 2026. With a robust pipeline of new products in the works, Swifter is on a mission to empower the training and racing journey of thousands of athletes worldwide.

www.swifterstore.com

