



Sheelagh Brady

Kowroo

Dr Sheelagh Brady is a former An Garda Síochána sergeant and security analyst with over 25 years' experience, including deployments with the EU and UN. She completed her PhD at DCU in 2021.

Sheelagh co-founded Kowroo after identifying a persistent duty of care blind spot: while organisations track verified "major" incidents, travellers are often impacted first by weaker, human-centric signals, how safe a place feels, which routes people avoid, and when journeys become less predictable, increasing cognitive load and reducing their ability to focus, make decisions, and deliver effectively.

Kowroo leverages AI to put these human concerns back at the centre of risk management. The platform provides real-time, personalised risk assessments and safety insights tailored to each traveller's profile, location and context. It combines verified incident data with live perception signals to support more confident, risk-informed decision-making, while building a dynamic, contextual safety map as the dataset grows. For organisations, this enables a more complete view of risk, not just what is happening, but how it is experienced. For employees, it empowers them to deliver on their business objectives with greater confidence.

Key milestones include spinning out of the Insight Research Ireland Centre for Data Analytics at DCU, supported by Enterprise Ireland's Commercialisation Fund, and progressing through early-stage pilots. Sheelagh was recently recognised with a Business Post Women in STEM award.

Looking ahead, Kowroo is focused on helping organisations better contextualise internal and external data with perception, route confidence and residual risk. In a geopolitical environment increasingly defined by uncertainty and flux, the strongest organisations are not those that simply react to events, but those that enable their people to make confident, informed decisions in real time.

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