



Suzanne Carroll

Enthire

Suzanne Carroll has a 20-year background in the events industry, working across Ireland and internationally, where she developed a deep understanding of how spaces shape people's experiences.

Over time, Suzanne saw a clear gap in the market: a lack of premium, design-led furniture available to rent for events. In 2023, she decided to take a leap and set up Enthire, aiming to create more thoughtful, experience-driven environments rather than standard event setups.

Since then, the business has grown rapidly. Enthire has expanded its inventory from a small initial collection of 36 pieces to over 4,000, increased warehouse size multiple times to keep up with demand, and built a small but dedicated team.

Key developments have included the introduction of themed spaces, Resilience Rooms - a concept to support neuro inclusion at events, and the launch of their sustainable furniture collection, Fillte.

Enthire has also been recognised through industry features and strong client partnerships, working across corporate events, brand activations, and private functions. They have been nominated for the IMAGE PWC Start-up of the Year Award in 2024 and Suzanne also won Network Ireland's Emerging Businesswoman of the Year for Meath in 2025.

Looking ahead, Suzanne's focus is on scaling the business sustainably by expanding into new locations, including Limerick in May 2026, continuing to invest in innovative and eco-conscious products, and building strong systems and processes to support long-term growth.

Ultimately, the goal is to continue creating spaces that are not only visually impactful but meaningful, inclusive, and memorable for the people who experience them.

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STARTING STRONG PARTICIPANT 2026