The Tech Sector and Social Science: An Introduction to Collaboration

29 September 2020

Facilitator – Naomh McElhatton, STEM Ambassador

Listed as one of Ireland's Top 5 Entrepreneurs to watch in 2019 by the Irish Times, Naomh has many years' experience working in the digital and creative industries sector.

As a specialist in Digital Education and an ambassador for the Digital Catapult. Naomh has worked with global companies to define their goals, create opportunities and pinpoint challenges throughout their digital transformation journey.

Taking up her current role as Group Sales and Marketing Director at Staffline Recruitment Ireland in April 2019. She is responsible for developing and implementing the long term sales and marketing strategy for Staffline, one of the island's leading providers of recruitment, talent management and human resources solutions. With over 200 plus staff across 10 offices in Ireland the business now sits at £180m turnover.

Being voted one of NI's Top 40 under 40 entrepreneurs in 2011 & 2014, Naomh has worked with a huge range of international clients including; Dior, Gulf News, Emirates Airlines, Gilead, Carlson Rezidor Hotel Group, Wrightbus, AES Global, Randox Health, Spar plus many more.

Founder of the DANI Awards and She Said Club. Naomh is also an Associate Lecturer at Ulster University, a STEM Ambassador, board member and Trustee of Belfast Homeless Services and Built for Growth Digital (the ecommerce specialists).
Positioned as a well-known guest speaker and mentor, Naomh is officially a TED speaker, her talk was recently published on ted.com: (https://www.ted.com/talks/naomh_mcelhatton_virtually_connected_socially_disconnected/up-next).

Dr Paul Best, Queen's University Belfast

Dr Paul Best is the founder of the Immersive Technologies and Digital Mental Health Network within the School of Social Sciences, Education and Social Work at Queen's University Belfast. This network is a trans-disciplinary partnership of academics, practitioners and technology companies focusing on therapeutic and pedagogical advances in mental health and social care through digital means. As a qualified social worker, cognitive behavioural therapist and the incoming Programme Director (UG) for Social Work at QUB, Dr Best is keen to explore innovative and technology based solutions to

complex issues within health and social care, such as intervention delivery and training. He is also passionate about building capacity and collaboration among social science researchers and those within the wider tech industry.

Katherine Rowlandson, Kippie

Katherine Rowlandson is the Manager of Kippie CIC, a company which seeks to improve the life chances and opportunities of socially excluded and isolated young people in Northern Ireland by harnessing the storytelling power and the wide availability of video games. In 2018 Kippie was recognised as one of Nesta and The Observers 50 New Radicals.

Katherine has a varied background in project delivery - for the film and TV sector as well as digital games and workshops. She has completed the Social Innovation NI Skills programme, Amplify NI Social Business Accelerator and Ideo.org's introduction to human centered design course. She has a degree in applied arts and experience working in the voluntary and community sector.

Mark Potkewitz, Ulster University

Mark Potkewitz is an attorney and Co-Director of the Legal Innovation Centre. He previously served as the Director of Policy for the Center for Urban Business Entrepreneurship and Legal Technology at Brooklyn Law School, a Google Policy Fellow and Adjunct Fellow at Tech Freedom and is an experienced technology policy advocate.

Paul Moorhead, Kraydel

Paul Moorhead has over 35 years' experience in IT and Product Development. After graduating from QUB Paul spent many years working in large companies such as BT and Nortel as a developer, architect, programme manager and engineering manager. In 2002 Paul moved into start-ups where he has held leadership roles in companies such as Openwave, Meridio, Singularity and Replify, while working with other start-ups as an advisor or non-executive director. In 2016 Paul founded Kraydel – an agetech company, where he has been CTO, and more recently CRO.

Throughout his career Paul has worked with academic institutions including UU, QUB, Brighton, Loughborough, and Athlone. This has taken many forms including KTPs, Fusion, sponsored research projects, InvestNI Innovation Vouchers, internships and student projects.