

## Grainne Bagnall

*Sense about Maths*



### CONTACT DETAILS

T: +353 86 4147979  
E: [grainne@senseaboutmaths.com](mailto:grainne@senseaboutmaths.com)  
Twitter: @GrainneBagnall  
[www.senseaboutmaths.com](http://www.senseaboutmaths.com)



Grainne Bagnall was working in recruitment for the IT and Gaming sectors when she noticed the lack of women coming into the workforce with maths and science qualifications.

Large companies were crying out for skilled workers but the gender parity was vast and Grainne decided to do something about it.

She left the recruitment business, where she had worked in Ireland and the Netherlands for more than 15 years, to investigate why girls were not choosing STEM (Science, Technology, Engineering and Maths) subjects.

After a lot of research, she launched Sense About Maths (SAM), based in Bandon, Co. Cork, in 2014.

SAM created an engaging outreach programme to stimulate primary-school pupils to get involved in the subjects by elevating the myth that they are boring or 'just for boys'.

Grainne targets private companies to participate in the programme as part of their Corporate Social Responsibility and trains the industry representatives to deliver it to 5th and 6th classes.

Next week, the company is launching a similar programme training Transition Year students to deliver it in primary schools.

SAM benefits pupils and schools but also industry and society at large, as it will result in more people having STEM skills.

Grainne felt her participation in ACORNS was important as a female entrepreneur who returned to her roots to set up a business.

Her aim is to introduce SAM to 300 national schools across the country and has developed six cool, fun lessons, which include fractions and probability, for 3rd and 4th classes. She is also exhibiting at the TY Expo 2016 at Punchestown to widen the reach of her product.

*Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.*