

Emily Brick

Athena Analytics



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Emily Brick is the founder and managing director of Athena Analytics, an award-winning EdTech company that has grown consistently since the company was founded in 2017. Today, Athena Analytics' solutions are used by over 400 schools in Ireland. Their flagship product, the Athena Tracker, has analysed the results of over 300,000 students.

Through the use of machine learning, the Athena Tracker allows schools to focus on what each student's unique potential is in each subject. This is a departure from traditional academic tracking where the emphasis is on high achievers and how they are progressing. Using the latest developments and research in data science, the goal of the Athena Tracker is to ensure that no student is missed in a busy school system, while creating a more appropriate measure of success — whether or not a student is fulfilling their own unique potential.

Emily started building the Athena Tracker while she was involved in the ACORNS programme. This development was accelerated through encouragement from her fellow ACORNS participants and under the guidance of her ACORNS lead, Caroline Reidy, who has since become a non-executive director of the company.

Prior to founding Athena Analytics in 2017, Emily worked as a data scientist across several industries, most notably within Australia's Department of Education. In 2019, Emily was awarded 'Best Young Entrepreneur' and 'Best Established Business' at Ireland's Best Young Entrepreneur Awards (Kerry). In 2022, Emily represented Ireland in the Young Transatlantic Innovation Leaders Initiative (YTILI), the US Department of State's flagship program for emerging entrepreneurs in Europe. She was a finalist at the National Enterprise Awards in the same year.

Emily has a BSc in Financial Mathematics and Actuarial Science and a Masters in Statistics, both of which she received from University College Cork.

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



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