

“I think since I left Ireland, there are a lot more companies hiring tech talent and that’s where I come in.”

SELINA MCCARTHY

Reflektor



While living in Berlin for five years, Dublin-native Selina McCarthy worked for two of the city’s largest e-commerce companies developing her passion for employer branding.

But the time had come, she felt, to move home and bring to life her long-term dream of being an entrepreneur.

She applied for Back For Business in November 2017, eight months before her move home and before she even had a business idea.

But it wouldn’t take long for the NUI Galway graduate to see the idea was right in front of her all along – an employer branding consultancy, with a name clearly inspired by her time spent in Germany.

Reflektor was founded in the summer of 2018.

It helps companies gain competitive advantage by teaching them how to reflect on who they are as employers and how to communicate their goals, values and culture so they can attract

the top talent in the market.

Such lessons are integral to company success says Selina, whose own business has benefited from the large number of global companies who have chosen Dublin to set up shop since she left for German soil.

“What I do is basically branding for jobs,” she explains. “I help businesses promote themselves as good places to work, teach them how to promote their culture and use various online and offline channels for hiring.

“I find that employer branding is especially big with companies who are trying to hire tech programmers and a lot are American companies now basing themselves in Dublin.

“The Irish landscape is a little different than Berlin because a lot of the companies there are European, which means the culture is a little different. There are definitely a lot more companies in Dublin now who are looking for talent and that’s where I come in.”

“It’s hard to get support here if you’re not a tech company,” she says. “There are very

few financial resources. Paying my rent is my priority but I’m lucky in that I got a client straight away when I set up, not a big client but it was really important to get me off the ground.”

It’s all about the network you have, she says, and that’s why Back For Business has been invaluable to her since she first contacted them.

“A lot of business is through who you know. There’s a great network at Back For Business and they try so hard to introduce you to people they feel would be great connections for you. The support is fantastic.”

Selina has high hopes for Reflektor’s future.

She is currently planning a training programme to help recruiters with their employer branding and is in the early stages of her search for a business partner.

“It’d be nice to have someone to share the fun with and someone to stay motivated with,” she says.