

**“Sprintmodo drives momentum in corporate teams by making it easy to do what the best teams do.”**

## TOM O'BRIEN

### Sprintmodo



Cork native Tom O'Brien originally left Ireland in 2008 to take up a sales role with French pharmaceutical firm Servier in London after graduating from UCC's BPharm degree course.

In 2010 he returned to spend three years with Solvotrin Therapeutics before going back to London to pursue an MBA at London Business School. He then joined Janssen, the pharmaceutical wing of Johnson & Johnson, and worked in EMEA roles in the corporate tier of 'big pharma' across Europe, the Middle East and Africa.

Tom moved to Dublin with Janssen in 2017 but had been waiting for an opportunity to start his own company. He founded Sprintmodo in late 2019.

Working in EMEA teams had made Tom aware that Ireland is a great place to do international business. "I was lucky enough to host colleagues in Cork and Dublin for meetings. The positive reactions to Ireland set the meetings up for success before they even began."

Sprintmodo helps Team Leads to transform team frustrations that impede progress, into enablers of momentum, by making it easy to do what the best teams do. "We

achieve this with our Team Momentum Process," Tom says. "The initial inspiration came from an obsession with the positive feeling of getting things done in work, what we call the joy of momentum.

I then studied agile ways of working, and began to realise there are so many work rituals that could help corporate teams to get more done, but they needed to be made more concrete and easy to implement." Through his experience working in big corporate organisations, Tom had identified the need. "I found that a lot of team members were frustrated that, while they were working very hard, often they could not feel the progress expected from their efforts," he says.

"Sprintmodo helps those teams to start a positive loop of aligning and taking action. It is a corporate team mechanics improvement approach, that is applicable across all industries."

Despite launching in the middle of a pandemic - Sprintmodo started trading in July 2020 - business has gone well. High profile clients include Johnson & Johnson and Pfizer and include companies across EMEA. Revenue grew 3.4x in 2021 from 2020. As of 2022, the team is up to three

and there is a big focus on building a more scalable process and making Sprintmodo's database of Tangible Actions (the practical, easy to implement changes to work rituals that drive momentum) the go-to resource for team momentum.

Tom found setting up his business in Ireland straightforward, and he feels that the support agencies here are doing a good job helping budding entrepreneurs. "Back for Business is an exceptional programme that helps start-ups learn from each other, guided by experienced Lead Entrepreneurs. It is a practical approach that gets results. For example, it helped with introductions to people I wouldn't have met otherwise, and that's been a real benefit," he says.

Tom's plans for the future include expanding the Team Momentum Process offerings, growing the team and building in more analytics to improve the tracking of what teams are delivering. Sprintmodo is also working on converting the Team Momentum Process to a platform SaaS offering that will act as a momentum engine for corporate teams, driving job satisfaction, performance and ultimately retention. "Sprintmodo is on its way to becoming the go-to company for team momentum in the world," he says.

#### POSITION

Founder and CEO

#### WHAT WE DO

Sprintmodo is a team effectiveness company that drives momentum by making it easy to do what the best teams do.

#### CONTACT US

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