

## Technical University Dublin and video commerce technology leader Axonista announce strategic partnership to empower MSc and MBA students with scaling expertise and employment opportunities in accelerating markets.

- TU chose to work with video commerce leaders Axonista, because of their multi-award winning technology used by global media companies.
- Axonista drives the interactive and shoppable video technology behind global brands such as QVC, HSN, Oxfam's Fashion Relief TV, Virgin Media, WaterBear and others.
- Video commerce and live shopping is a multibillion dollar industry worldwide, and this partnership provides huge career opportunities for TU's student base.
- Axonista joins Phorest, Zarion, Global Payments, Hubspot, Fidelity, Patreon and Silvercloud in this years' guest speaker series at the MSc Program, and AP, Dell, Poppulo, TestReach, vStream, Ventac and Merlyn Showering with the MBA Live Learning partnership program.
- The College of Business at TU Dublin is Ireland's largest provider of business education and ranked in the top 2% of Global Business Schools.

**[Dublin, Monday 8th March]** [Technical University Dublin](#) and video commerce market leader [Axonista](#) today announced a strategic partnership to empower MSc and MBA students with scaling expertise and employment opportunities in the accelerating markets of livestream shopping.

TU is committed to partnering with industry leaders to provide students with insights and expertise, and to enhance career opportunities - TU's award winning programs deliver top industry talent that have progressed to work with some of the world's most innovative, recognisable and influential employers.

For both the Masters and MBA programs, industry partnerships such as this deliver lifelong learning opportunities, drive collaborative research and support the delivery of real-world, tangible solutions for commercial partners such as Axonsita.

Axonista's CEO Claire McHugh had this to say about their decision to collaborate with the Product Management and MBA programs at TU.

"The video commerce market is a growth sector with huge employment opportunities in Ireland, and this market is accelerating at a massive rate. We founded Axonista in 2010 to meet the growing global need for expertise and innovation around video streaming technologies. We continue to

develop our product strategy and this close relationship with TU enables us to engage with talented students in a very practical way.”

Ireland's technology cluster, centred in Dublin fosters an intensely competitive and fast moving environment with multiple opportunities for local companies at all stages of growth. This also leads to challenges when it comes to recruiting the very best talent. Partnerships like this offer a way to bridge that gap, empowering smart, ambitious people with the skillsets necessary to enter the video commerce market”

TU Dublin’s “[Executive MBA – Problem-Based Learning](#)” creates live interactive company projects as part of its learning platform. Problem-based learning is an integrative approach to learning and teaching, and live case studies provide for structured engagement with complex managerial issues outside of the learner’s own organisation. Students work on customised case briefs, culminating in analysis and evidence-based recommendations. This is a distinguishing feature of the TU Dublin MBA which provides high impact and long-lasting learning. Working in small teams, executive students will work with Axonista alongside: SAP, Dell, Poppulo, TestReach, vStream, Ventac and Merlyn Showering.

TU Dublin “[MSc Product Management – Experiential Learning](#)” was developed in partnership with the Digital Technology Sector and Technology Ireland Software Skillnet. The program helps students to grasp the complex theories behind growth and innovation, while providing practical, and real world opportunities to learn and grow. Experiential learning is a hallmark of the programme.

Joining the ranks of exceptional technological universities around the world, TU Dublin is planning an exciting future... Infinite Possibilities. <https://www.tudublin.ie/>

## **ENDS**

### **About Technological University Dublin – College of Business**

The College of Business at TU Dublin is Ireland's largest provider of business education with 7000+ students across three campuses. Internationally accredited and ranked in the top 2% of Global Business Schools the College of Business is on a mission to create entrepreneurial, tech-enabled graduates who are committed to shaping a sustainable future. In alignment with the University’s key strategic focus on partnership, the Faculty engages with over 1000 organisations each year on a range of educational initiatives. We are a connected University, cultivating a network of discoverers, creators and entrepreneurs and engaging with people that make things happen.

### **About Axonista**

Axonista is a video commerce technology company powering interactive video shopping experiences for global enterprises including QVC, HSN, WaterBear and Oxfam. Axonista is based in Dublin and New York, and currently employs a team of 35, [but is rapidly growing](#). Axonista’s technology is the engine behind some of the world’s most popular video streaming apps, used by hundreds of

thousands of people every day around the world. Over a ten-year history, Axonista has won numerous awards for its ground-breaking work in video and was recently named one of the 250 most significant Irish Corporations invested in the US.

For more information contact [press@axonista.com](mailto:press@axonista.com)

**Website** - [www.axonista.com](http://www.axonista.com)

**Twitter** - <https://twitter.com/axonista>

**LinkedIn** - <https://www.linkedin.com/company/axonista/>

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