

# PHILLIP MARTIN

Founder-Operator · Product, Commercial & Strategic Operations

Dublin, Ireland · EU / Irish citizen · Remote-ready

[phillipmartin1234@icloud.com](mailto:phillipmartin1234@icloud.com)

[linkedin.com/in/phillip-martin](https://www.linkedin.com/in/phillip-martin)

[irishnewsarchive.com](https://www.irishnewsarchive.com)

[memorablemoments.ie](https://www.memorablemoments.ie)

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## PROFILE

Two-time founder and twenty-year operator. Founded **Memorable Moments** (2005) and **VideoBook** (2022). Long-standing operating director of **Irish Newspaper Archives** (Enterprise Ireland HPSU, 2002) — today the world's largest digitised collection of Irish newspapers (260+ titles, content from 1738 to present) and national infrastructure across the Irish public library, university and schools systems. Operating-leader scope across product, commercial, partnerships, finance and ops — effective COO across two simultaneous businesses for two decades. Now focused on the convergence of **agentic AI and blockchain**: content licensing for LLM training, on-chain content provenance, and EU-regulated product (AI Act, MiCA, DSA, GDPR).

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## SELECTED HIGHLIGHTS

- **Largest-of-its-kind digital archive:** Long-standing operating director of the world's largest digitised collection of Irish newspapers — **260+ publications, 250+ years of content (1738 to present)**, with subscription-free access deployed across **every Irish public library, university and school**. Cited in The Times, The Irish Times and Magill (“every Irish newspaper under one digital roof”).
- **Tier-1 institutional client base:** Played a central role in acquiring **100+ national and international institutional clients** for INA — including the **British Library, National Library of Ireland, UCLA, Notre Dame, NYPL, and National & State Libraries Australasia**. Direct enterprise-grade GTM to exactly the institutions AI labs are now negotiating with for licensed training corpora.
- **Rights-cleared content moat:** Secured licensing contracts with **Mediahuis (formerly Independent News & Media), Irish Times Group and Irish Examiner Group**, and operates ongoing commercial relationships across dozens of regional publishers — the rights-holder relationship capability AI labs urgently need.
- **D2C execution on the data asset:** Memorable Moments has sold **thousands of personalised newspaper books** since 2005. White-label storefronts deployed for Irish Times, Irish Independent and Irish Examiner. Combined ventures: **€500K–€2M annual revenue**.
- **Disciplined sunset (twice):** Delivered a Guardian (UK)-branded variant of the Memorable Moments product; **cancelled the Guardian line** once unit economics failed to support it. Subsequently launched VideoBook (2022), successfully crowdfunded on Kickstarter, then **sunset the line** when post-launch retention failed to confirm PMF. A repeatable pattern: ship, measure, kill if needed.
- **Full-stack operator:** P&L ownership; product roadmap; commercial; partnerships; finance; supply-chain (print/bindery network); customer ops; team. **Effective COO across two operating businesses simultaneously**.
- **B2G credibility:** Won and delivered Irish public-sector tender for archive access via the national education and library networks (eTenders record on file).

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## EXPERIENCE

### Irish Newspaper Archives Ltd.

2003 – Present

Director — Operations & Commercial · Dublin, Ireland

Joined Irish Newspaper Archives shortly after its Enterprise Ireland HPSU designation. Long-standing operating director since. Helped build the company from a microfilm-conversion service into the world's largest commercial Irish newspaper archive, with a digital platform live since 2009. Today the de facto reference resource for Irish journalism, genealogy and academic research.

- **Product & platform:** Oversaw the move from print/microfilm to a searchable digital platform serving consumers, institutions and government. Continually expanded the corpus — most recent additions

include the Irish News, Belfast Telegraph, Mayo Examiner, Roscommon Champion, and major-run updates to the Belfast Telegraph and The Corkman.

- Institutional GTM (100+ clients): Central role in acquiring 100+ national and international institutional subscribers, including the **British Library, National Library of Ireland, NYPL, UCLA, Notre Dame, and National & State Libraries Australasia**, plus the full Irish public library network, IReL and Scoilnet — the same institutional sales motion AI infrastructure companies now run for foundation model and enterprise contracts.
- Rights & licensing: Sustained 20+ years of commercial relationships with publisher rights-holders; structured access terms across consumer, institutional and educational tiers.
- Earned-media positioning: Featured in The Times, Magill, The Irish Times, Senior Times, TheJournal.ie.

## Memorable Moments

2005 – Present

Founder & Operator · Dublin, Ireland

Founded a D2C e-commerce business converting the Irish Newspaper Archives content asset into personalised consumer products (framed pages, special-date books, sports books, gift bundles). **Thousands of books sold** since launch. Profitable; still operating twenty years on.

- Licensing wins: Secured commercial licensing contracts with **Mediahuis (formerly Independent News & Media), Irish Times Group and Irish Examiner Group**, powering publisher-branded white-label storefronts at [irishindependent.memorablemoments.ie](http://irishindependent.memorablemoments.ie), [irishtimes.memorablemoments.ie](http://irishtimes.memorablemoments.ie) and [irishexaminer.memorablemoments.ie](http://irishexaminer.memorablemoments.ie).
- UK Guardian product (delivered, then cancelled): Negotiated and delivered a Guardian-branded variant at [newspaperpresents.co.uk](http://newspaperpresents.co.uk). **Cancelled the line** when unit economics failed to support continued investment — disciplined sunset rather than continued spend.
- Full P&L ownership: Pricing, merchandising, performance marketing (paid social, paid search), supply chain (bindery partner network), fulfilment, customer ops, and finance — all directly owned.
- Twenty-year operating record: Demonstrated durability through the post-2008 Irish recession, COVID supply-chain shock, and the print-to-digital secular shift — without external capital.

## VideoBook

2022 – 2023 (sunset)

Founder · Dublin, Ireland

Founded a print/digital hybrid product — a photo book with QR-linked video playback. **Successfully crowdfunded on Kickstarter (campaign closed Nov 2022)**. Post-launch retention and repeat-order data failed to confirm PMF; sunset the product line in 2023 rather than burn further capital. *Failure documented deliberately on this CV — disciplined sunsetting is a senior-leadership signal.*

## AI & BLOCKCHAIN — CURRENT FOCUS

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- **Agentic AI as an operator:** Active production user of frontier LLMs (Claude, GPT-class) in business workflows — customer ops, content curation, marketing copy, internal automation, and analytics. Shipping an MCP-style integration applying agentic AI to the Irish Newspaper Archives corpus (in-progress; portfolio link forthcoming).
- **Blockchain & on-chain product:** Self-custody wallet operator across Ethereum and major L2s; active DeFi user. Tracking convergence-layer protocols (Story Protocol for on-chain IP, Vana for tokenised data DAOs, Sahara AI, Bittensor, Filecoin).
- **EU regulatory edge:** Dublin-based, EU/Irish citizen, with twenty years operating inside the Irish/EU commercial and regulatory environment. Directly relevant to firms scaling under the EU AI Act, MiCA, the DSA and GDPR — areas where US firms increasingly need EU-anchored product leadership.

## EDUCATION

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- **BSc (Hons) Digital Technology, Design & Innovation — First Class Honours**, Dublin Institute of Technology (now Technological University Dublin), 2018.
- **BA (Hons) e-Business Systems**, Institute of Art, Design and Technology (IADT), Dún Laoghaire, 2003.