

NI tech stars to tell Web Summit Lisbon how AI analytics and behavioural science drive smarter decision-making

Hurree founder and CEO Aaron Gibson will deliver a masterclass on November 11 at Web Summit Lisbon 2025 alongside Dan Bennett, global lead of behavioural science at Ogilvy Consulting UK

A Belfast-based start-up is set to showcase its innovation in artificial intelligence at the world's largest technology conference in Portugal.

Hurree, an AI-powered analytics platform designed to simplify data for every business, is set to represent Northern Ireland at Web Summit Lisbon 2025 next month.

The company's founder and CEO, Aaron Gibson, will deliver a masterclass on November 11 at 3.30pm alongside Dan Bennett, global lead of behavioural science at Ogilvy Consulting UK.

Their session, titled 'From Insight to Action: How AI Analytics and Behavioural Science Drive Smarter Decision-Making', will explore how AI and behavioural science can work together to drive better business outcomes.

Hurree has quickly become one of Northern Ireland's most promising technology companies, developing an AI-native platform that allows businesses to "have a conversation with their data". The platform helps teams move beyond static dashboards to actionable insights, bridging the gap between human decision-making and automated intelligence.

At Web Summit, Gibson and Bennett will highlight where AI can add real value, why many initiatives fail, and how organisations can build efficiency without replacing people.

"Web Summit is an opportunity to showcase the innovation coming out of Belfast. Hurree was founded to make data more accessible and actionable, and we're proud to represent Northern Ireland on a truly global stage that brings together the world's top minds in technology and business," said Aaron Gibson, CEO of Hurree.

Web Summit Lisbon attracts more than 70,000 delegates annually, including business leaders, policymakers, investors, and media. Hurree's participation underlines Northern Ireland's growing reputation as a hub for AI and data-driven innovation.

Hurree was founded in Belfast and claims it is "redefining how companies interact with data, enabling smarter, faster decisions".

Web Summit is an annual technology conference held in Lisbon. It was founded in 2009 by Irishman Paddy Cosgrave and was originally held in Dublin, Ireland, until 2016, when it moved abroad.

END