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GIS role in solving big challenges

Ireland can use geographic information systems (GIS) to implement initiatives like the UN's Agenda 2030, through the Sustainable Development Goals National Implementation Plan 2018-2020.

So says Michael Byrne, newly appointed market engagement manager with GIS company Esri Ireland. He says GIS can be used to address a range of issues of national and global importance. He also cites its potential use in the National Planning Framework for social, economic, and cultural development (Project Ireland 2040), and the National Data Infrastructure.

Mr Byrne's role will be to show customers how they can take full advantage of GIS to aid decision making and to solve complex business problems.

Having worked at Esri for over 16 years, he is actively involved in the planning and setting of Esri Ireland's long-term and strategic targets. The company is on track to reach €10m in revenue by 2020.

Prior to this appointment at Esri Ireland, he worked with key customers as account executive since 2011, notably as head of customer services development and head of professional services.



Michael Byrne, Esri Ireland, market engagement manager.