



Smarter Travel Student Awards

The Judging Panel



John Walsh

Creative Director at Focus Advertising

John is Creative Director of Focus Advertising with over 25 years' experience working on National and International Brands like Ballygowan, Bord na Mona, Kelloggs, Mars, Diageo, Irish League of Credit Union, Kia, the National Transport Authority, the Department of Communications and many more.

John is responsible for the creative output of the Company. Developing creative strategy and planning which lead to the big idea and from that, develop powerful engaging communications and distinctive design work. His skills are directing and working closely with filmmakers, sound engineers, photographers, illustrators, designers and digital creators to ensure the idea stays centre to everything produced and at the highest standard.



Category 3
Media