



Smarter Travel Student Awards

The Judging Panel



Pat Kinsley

Founder and Managing Director at Newworld

Pat, a native New Yorker has spent the last 34 years extolling the virtues of branding as an essential commercial device that improves every companies bottom-line.

Pat brings his unique perspective on branding to many different industries, from FMCG to Corporates to Charities to Government Agencies. He also finds time each week to battle out topical brand issues in the Irish national media.