



Smarter Travel Student Awards

The Judging Panel



Caitríona Campbell

Managing Director at The Public House

Catrióna has been working on building effective brands and effective communications campaigns for twenty years. She has been working at board level since 2010 and Managing Director of The Public House since 2014.

Within her career Catrióna has also lectured at Dublin Institute of Technology, delivering the Client Leadership module for 2 years. She is considered an opinion leader within the Irish advertising industry and has been published for thought leadership in PR Week (UK), Irish Marketing Journal, Marketing Magazine and Little Black Book Online.

Catrióna is passionate about behaviour change campaigns and ultimately about doing work that wins in the age of inattention - which is about understanding that the most dangerous thing a brand can do is play it safe. She's happiest when using strategic thinking and creativity to solve problems .



Category 3
Media