



Smarter Travel Student Awards

The Judging Panel

Sarah Morris

Head of Communications at the Department of
Tourism, Culture, Arts, Gaeltacht, Sport and Media.

Sara Morris is Head of Communications in the Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media. She leads the delivery of a compelling narrative for a diverse Department, sharing impactful stories with the public in an engaging manner, and cultivating a robust social media presence.

Prior to this, Sara was Head of Customer Experience, and Head of Communications and Public Affairs in the National Transport Authority, leading successful communications strategies for significant transport initiatives, including the launch of the Leap Card, the introduction of Real Time Passenger Information at stops and online, and the first Bike Sharing schemes in Dublin, Galway and Cork.

With previous extensive experience working in private industry, consultancy and in the political world, Sara brings huge experience in story-telling and active listening, alongside a passion for supporting innovative solutions for people with journeys to make.

