



Smarter Travel Student Awards

The Judging Panel

Aisling O'Hara

European Marketing Manager at Kellogg's

Aisling works as a Marketing Manager on the Pringles brand, in Kellogg's European HQ in Dublin, With over a decade of experience in the FMCG industry, she has broad experience across the full marketing mix from consumer insights, communications, consumer promotions, packaging and innovation.

Aisling has a passion for communications & has lead numerous TV, digital & PR advertising campaigns for Pringles across Europe in the last 4 years. Prior to Kellogg's, Aisling worked with Nielsen in Ireland & Melbourne, Australia, working as a Senior Manager where she used consumer data to understand drivers of performance supporting clients such as Nestle, Diageo, Colgate & L'Oreal.



Category 2 Social Marketing

Poster or digital marketing campaigns, sustainable travel seminars or webinar series, walking or cycling programmes and much more!