



Smarter Travel Student Awards

The Judging Panel



Gillian Hennessy

Marketing Director at EY Ireland

Gillian Hennessy is a seasoned marketing director with a rich background spanning consumer, retail, and professional services sectors. With a strategic mindset and a passion for innovation, she has spearheaded numerous successful digital marketing campaigns, leveraging her expertise in online platforms and data-driven strategies.

Gillian's career is marked by a keen understanding of market trends, consumer behaviour, and emerging technologies. Her commitment to driving results and fostering brand growth has consistently elevated her teams and organisations. Gillian is passionate about shaping the landscape of digital marketing, embodying a relentless pursuit of excellence in the ever-evolving realm of consumer engagement.



Category 2 Social Marketing

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