



# Smarter Travel Student Awards

## The Judging Panel



### Lindsay Butler

Marketing Programme Manager at Deloitte Ireland

Lindsay Butler is a dedicated Marketing Programme Manager at Deloitte Ireland. With a passion for bringing programmes to market that promote and create opportunities for indigenous Irish companies, Lindsay is committed to highlighting their success and contributions to the economy.

In her role, Lindsay oversees marketing & programme activity for two of Deloitte's key initiatives: the Ireland's Best Managed Companies Awards, which recognises organisations excelling in management across Strategy, Governance & Financials, Culture & Commitment, and Capabilities & Innovation, and the Deloitte Technology Fast 50 Awards, celebrating Ireland's high-growth indigenous technology companies.

Lindsay holds an undergraduate degree in Social Science from Dublin City University and a master's degree in International Marketing from Edinburgh Napier University. Her academic background, combined with her professional experience, equips her with a unique perspective to engage audiences through creative marketing campaigns and large-scale events.

Her expertise ensures that the achievements of Ireland's indigenous companies are acknowledged and celebrated, fostering a culture of excellence, and strengthening the indigenous sector within Ireland.



#### Category 2 Social Marketing

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