



# Smarter Travel Student Awards

## The Judging Panel



## Áine Neville

Employer Branding Lead at EY Ireland

Áine Neville is a senior communications and employer brand leader with more than two decades of experience shaping corporate reputation, sustainability narratives and market-leading brand programmes across Ireland and Europe. She has worked at the intersection of corporate communications, ESG and innovation strategy, advising C-suite leaders and guiding complex organisations through reputation-critical moments and large-scale transformation.

Before joining EY Ireland as Employer Branding Lead, Áine spent over 20 years with Deloitte Belgium, most recently as Head of Corporate Communications for a 6,500-person firm operating in a highly regulated environment. In this role, she led the national corporate communications strategy, advised executive leadership on strategic positioning, and represented Belgium on Deloitte's EMEA Communications Board, influencing cross-market governance and consistency across 28 countries.

Áine's experience spans corporate reputation, executive communications, digital strategy, and thought-leadership development, particularly within the life sciences and health care sectors. She has also served on internal judging panels, including the Deloitte Impact Awards, recognising programmes that deliver meaningful social and business value.



### Category 2 Social Marketing

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