

Smarter Travel Student Awards

The Judging Panel



Alex Calder

Communications Director at M-CO

A storytelling strategist with an eye for authentic narratives, Alex combines creative direction with practical implementation to build compelling brands. At the heart of her work is a simple belief: great communication starts with understanding what matters to people. She uses this principle to develop content strategies that drive real change, turning complex challenges into clear, actionable stories.

Her skill set spans strategic communications, content creation, community building, and stakeholder engagement - with a particular strength in nurturing high-performing creative teams and crafting narratives that drive behaviour change. As Communications Director at M-CO, and with a background start-ups, scale-ups, and market leaders from SaaS to FMCG brands, she now brings this expertise to public sector projects tackling society's big challenges, approaching each project with both creative vision and strategic thinking.



Category 3
Media