



Smarter Travel Student Awards

The Judging Panel



Daryl Daniels

Senior Marketing Executive at the
National Transport Authority

Daryl Daniels is a Senior Marketing Executive with the National Transport Authority, with 15 years of experience across branding, content and creative strategy development. His work focuses on making complex ideas clear and ensuring marketing activity is purposeful, coherent and audience-focused.

He has held senior roles across retail, technology and media, where he has led brand programmes, delivered high-performing campaigns and built teams that translate strategy into effective, day-to-day execution. His experience includes working with brands across the retail, technology and media industries, supporting both brand objectives and commercial outcomes.

Daryl combines strategic thinking with a practical understanding of delivery and team leadership. His work centres on improving how organisations communicate with the public and aligning creative activity with clear objectives.



Category 2 Social Marketing

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