



# Smarter Travel Student Awards

The Judging Panel



## Sheelagh Carroll

Government & Public Services Industry  
Business Partner at Deloitte

Sheelagh Carroll is an Industry Business Partner at Deloitte Ireland, where she drives growth initiatives across the Government & Public Services and Energy sectors. In her current role, she leads industry growth strategy for public sector, including infrastructure and transport. With over 20 years of expertise in B2B strategy, marketing, and business development, Sheelagh brings a unique blend of marketing excellence and deep public sector knowledge. Her marketing expertise encompasses marketing strategy, digital marketing, event management, and marketing communications.

Sheelagh's career spans Financial Services, Professional Services, Analytics, Education, and Data Management, where she has led transformational marketing campaigns and business development initiatives for large and medium-sized organisations.

Sheelagh is passionate about supporting emerging talent and recognizing innovative approaches to social marketing that drive meaningful behaviour change.



### Category 2 Social Marketing

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