



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.

Bringing deep expertise in strategic communications, brand development, and creative responses to complex challenges, Alex combines storytelling with practical implementation to deliver meaningful impact.

Her skill set spans content strategy, change management, community building, and stakeholder engagement - with a particular strength in nurturing high-performing creative teams and crafting narratives that drive behaviour change.

Her experience spans leadership roles in Irish start-ups, scale-ups, and market leaders, from SaaS platforms to FMCG brands. As Communications Director at M-CO, she brings this expertise to public sector projects tackling society's big challenges.

Whether leading global creative campaigns, developing public sector communication strategies, or crafting a compelling online brand, she approaches each project with both creative vision and strategic thinking.



Category 2 Social Marketing

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