



DIGITAL MARKETING DUBLIN

Speaker panel



Gemma Adams leads the digital marketing transformation agenda at **Irish Distillers**, focusing on the Jameson brand. She drives the digital strategy across markets, champions technology integration, and emphasises data-driven decisions. Gemma oversees the development of digital touchpoints and search strategy, fostering a culture of innovation and excellence within her team. Having worked in the drinks industry for over 18 years, her experience spans marketing, innovation and strategy. Alongside developing, launching and building brands internationally, she has devised and implemented award-winning Integrated marketing campaigns for brands that include Jameson, Orchard Thieves Cider & White Claw Hard Seltzer.



Rowena Crowley is a Digital Director at **Drury** and brings over 15 years of experience in building corporate reputations through digital channels. She helps clients navigate the complexities of the digital landscape and supports them in positively influencing their corporate audiences. Her expertise spans external and internal channels, and includes corporate websites, search engine optimisation (SEO), social media, employer brand, content strategy, analysis and measurement. Prior to joining Drury, Rowena worked in WPP and Aura agencies in London for over 10 years. She began her career in Google, helping clients with online advertising and supporting the EMEA internal communications team. She also has a background in journalism, having contributed feature and travel articles to the Irish Independent.



Darragh Doyle works in Strategic Communications with **Dublin City Council Culture Company**, a dynamic cultural organisation that runs historic buildings and initiatives across Dublin. His new role focuses on advocacy and clear, accessible communication across media, email, and online platforms. Previously Head of Communications, he led a team collaborating with artists, creatives, event makers, and colleagues across Dublin City Council. Darragh also teaches Campaign Strategy to Masters students in DCU's School of Communications, drawing on a career spanning diaspora, entertainment, heritage, charity, not-for-profit, and tourism sectors. He is passionate about literacy, about avoiding fauxtrage, about making Ireland a welcoming place, and about being a loving and thoughtful dad and friend.



Mary Hayes coordinates the Too Into You project from **Women's Aid** which is focused on young people, in particular young women, aged 18-25. The project aims to teach young people about the difference between healthy and unhealthy relationships, the red flags of relationship abuse, and dedicated supports for young people provided toointoyou.ie. Mary is a graduate with distinction (1.1) from the Equality Studies Masters programme in University College Dublin, holds a Bachelor of Arts in Communications Studies from Dublin City University, and a Certificate in Non-Profit Leadership and Management from National College of Ireland. She has a particular interest in the needs of young LGBTQ+ people and has a background in women's health, mental health policy and advocacy. Mary has led on national campaigns on intimate relationship abuse, healthy relationships, and women's mental health.



Kevin Horan is Head of Digital Design working in **HSE** Communications and Public Affairs Team. He works with multidisciplinary teams spanning research, design, technology, infrastructure, communications and customer experience to deliver inclusive, person centred products and services. Their purpose is to help people find the information they need to understand and manage their health and their care.



Claire Hyland is Head of Insights & Strategy at **THINKHOUSE**. Claire oversees The Youth Lab – a future-focused consultancy division that empowers C-suite leaders to drive organisational transformation through the lens of next-generation thinking. With over 20 years' experience across the UK, US, and Ireland, Claire combines deep cultural insight with creative strategy to unlock growth for some of the world's most ambitious brands. At THINKHOUSE, a B Corp and one of the world's leading independent agencies renowned for bold, culturally-led work, she champions ideas that are as sustainable as they are impactful.



Maryrose Lyons, the Founder of the **AI Institute**, is a sought-after speaker and thought leader renowned for her insightful presentations on the transformative impact of Artificial Intelligence in various sectors. She is a Top AI Voice on LinkedIn, and her expertise spans marketing, sales, recruitment, and human resources, making her a perfect fit for diverse audiences.



Maedhbh McDonald is a marketing leader whose passion for digital is grounded in a commitment to meeting customer needs through better design solutions. As Head of Digital Marketing in **Bord Bia**, Maedhbh drives digital strategy and customer experience across domestic and global markets. She leads on digital execution across owned channels, and champions integrated through-the-line marketing underpinned by data and technology. With over a decade of experience in digital marketing, Maedhbh brings together strategy, data, creative and technology to build a culture of innovation and high-performing teams.



Paul Nolan is a business strategist, a marketing communications professional and a corporate executive with 35 years of commercial experience across multiple sectors, 20 years of which have been spent in higher education. He leads an award-winning team of marketing professionals at **RCSI University of Medicine and Health Sciences**. Since experiencing an almost fatal health event in late-2022, Paul has become a passionate patient advocate and he regularly contributes on behalf of the Irish Heart Foundation in regional and national print and broadcast media about cardiac health issues.



JR Oakes drives innovation and growth at **LOCOMOTIVE**, a top-tier B2B agency operating across the USA and Europe. Renowned in the SEO world for his cutting-edge work in technical SEO, data science, and automation, he shares his expertise at major events like SEO Week and in publications such as Search Engine Land. JR also co-founded the Tech SEO Connect Conference, bringing together leading voices like Aleyda Solis and Kevin Indig. When he's not pushing the boundaries of data and technology, you'll find him exploring emerging tech, playing bass guitar, or watching college basketball.



Iky Tai is a professional SEO with brand management and FMCG background currently working at **Procore Technologies**. Some of the international brands she has worked for are Nestle, Merci, Werther's and Toffifee. Working in SEO since 2018, Iky has worked both in-house and at digital agencies in the fields of e-commerce, saas, finance and other professional services.



Emma Toal has been the Assistant Brand Manager for **Musgrave MarketPlace** in Northern Ireland for 2 years looking after all aspects of marketing for their Retail, Foodservice and Public customers. She has a particular interest in digital and social media and has been experimenting with how influencer marketing has a key role in play in the B2B marketing mix.

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