

NORA LAWTON

In December 2023, I will join Springboard Communications in Cork – having spent ten years in Brussels, where I was most recently a Director at Rud Pedersen Public Affairs, overseeing advocacy efforts for clients like Bayer and Eli Lilly.

I previously held roles at Weber Shandwick Brussels (as Managing Director from 2017-2020). Prior to that, I worked in Q4PR, Edelman and Wilson Hartnell in Dublin.

As a seasoned creative consumer, B2B and corporate comms expert, I have significant experience in leading pan-EMEA integrated comms campaigns – I look forward to adding this expertise to Springboard's existing offering.

I have worked with a variety of clients including: adidas, AB InBev, AIB Sponsorship (GAA & Rugby), Bank of Ireland Consumer comms (inc. Munster and Leinster Rugby sponsorship), Boots the Chemist, Cargill, Danone Nutricia, Diageo, Electric Ireland, Flora Women's Mini Marathon, Dublin Zoo & Fota Wildlife Park, FoodDrinkEurope, Kellogg's, Levis Strauss & Co., Nespresso. Microsoft EMEA Consumer and B2B, Xbox 360. During my time in Edelman, I was the brand PR lead for SuperValu including Own Brand, Quality, GAA + Tidy Towns Sponsorship efforts. I have also worked with Telefónica O2 for Irish Rugby, their Think Big campaigns, plus The O2 Music rights activation.

A committed environmentalist, with a love of the ocean, I have spent many years developing broad strategic frameworks and sustainability aspiration plans – I approach things in a joined-up manner - be it from a brand, corporate reputation, B2B, B2C or business to government pov. A career highlight is the multi award-winning Friends of Glass campaign for Feve, the European Glass Packaging Industry. <https://www.friendsofglass.com/history/a-toast-to-ocean-friendly-packaging/> (I was CRL/Client Relationship lead for 8 years on the Feve consumer and B2B sustainability work).

From 2022 – 2023, I completed a course in Horticulture at Coláiste Stiofáin Naofa, where I also served on the board of management for Cork FETB.

In three words, I am caring, curious and driven – I loves Irish wildflowers, and I swim almost every day.

Why the PRII Council?

I care about the future of our craft and the industry. With 22+ plus years of experience, I would now like to give back by sharing my experience and knowledge with the next generation (or with peers). At many points in my career, I benefitted from sound advice and mentoring/coaching from other industry leaders – in that capacity, I have a great appreciation for the value of coaching and sharing knowledge with future leaders.

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