



## 2024 Page Spring Seminar



**Aedhmar Hynes**  
**Chief Executive Officer,**  
**Chairman & Board Director**

Aedhmar Hynes is an experienced public and private Board Director bringing executive experience as global CEO with specialist knowledge of marketing, communications and branding in the digital world. Today she is a Board Director of **Jackson Family Wines, IP Group plc IPO.L (LSE)** and **Fluidra, S.A.** She is also a trustee and past Chairman of The **Page Society**, a trustee of **Connecticut Public Broadcasting** and of **Technoserve**. Previously she

has served on the Boards of Rosetta Stone Inc. RST (NYSE) and Tupperware TUP (NYSE).

Aedhmar has spent three decades as a leader in the digital marketing space leading many of the world's most important brands through digital transformation and technology disruption. She has been ranked among the top 50 most powerful global communications professionals and, in 2019, was inducted into the industry's Hall of Fame. She was the CEO of Text100, one of the world's largest, digital marketing agencies with 22 offices and over 600 consultants across Europe, North America and Asia. Her consulting work included clients such as Adobe, Cisco, Harmon, IBM, Lenovo and Xerox.

In 2019 Aedhmar was inducted into the PRWeek [Hall of Fame](#). Other recognitions include The 2019 Humanitarian Award from Concern Worldwide, the 2018 Global Communications Professional of the Year Award and The University Galway [Alumni Award](#) for Business and Commerce. Prior to this she received [the Plank Center Mentoring Award](#), the Page [Distinguished Service Award](#) and the Global Technology Award for Communications. She is a 2008 Henry Crown Fellow of [the Aspen Institute](#), a member of the Aspen Global Leadership Network and a member of [the International Women's Forum](#).