



BIO: CAROLYN BUTLER-MADDEN



Carolyn Butler-Madden believes in a world where business is a force for good and brands drive profit through purpose.

Her conviction for meaningful business purpose has led her to becoming an activist for Social Purpose and a leading authority on Purpose.

An inspiring speaker, award-winning author, podcast host, and a contributor to media publications including Forbes Australia, CEO Magazine, CEO World Magazine, CMO, Marketing, B&T, Smart Company, Women’s Agenda, Retail World and Inside FMCG; Carolyn’s mission is to make meaningful purpose *vital* in business. Her guiding mantra – “Profit with Purpose”.

Her second book “[For Love & Money](#)” was awarded best Social Responsibility book in the **2022 Australian Business Book of the Year Awards**. Her first book, Amazon bestseller, [Path-To-Purpose](#), was Australia’s first on Cause Marketing.

Carolyn walks the talk. Through her B Corp Certified Consultancy, “The Cause Effect”, she helps businesses of all types and sizes navigate their path to purpose and unlock the full potential of their people, organisation and brand.

30 years’ international experience creating successful and internationally awarded marketing campaigns for some of the world’s best brands, provides the backdrop to her Purpose career. She owned and ran two agencies in Sydney before quitting the agency world to pursue her passion for purpose-led business.

Today, through her keynotes to business leaders; her books, articles, content, workshops and programs, she helps leaders of organisations large and small to navigate the full opportunity that building a purpose-led brand and business offers them.

Contact Details:

Website: <https://www.carolynbutlermadden.com>
Email: carolyn@thecauseeffect.com.au
Mobile: +61 419 404 579
Address: 25 Ozone Street, Freshwater NSW 2096

Social Media Links:

Linkedin: <https://www.linkedin.com/in/carolynbm/>
Instagram: <https://www.instagram.com/thecauseeffectconsulting/>
Facebook: <https://www.facebook.com/thecauseeffect>

Consulting & Podcast Links:

TCE Website: <https://www.thecauseeffect.com.au>
Podcast: <https://www.thecauseeffect.com.au/the-podcast>