



MC INTRO: CAROLYN BUTLER-MADDEN



Carolyn Butler-Madden is a woman on a mission... to make meaningful purpose *vital* to business.

Her belief that business can and should be a powerful force for good in society has inspired her to leave a 30-year international career in marketing, to become a speaker, award-winning author, podcast host and media contributor for publications including Forbes Australia and CEO World.

Today she is a leading authority on purpose-led businesses. “Profit with Purpose” is her guiding mantra.

Carolyn also walks the talk. Her own business, “The Cause Effect” is a B Corp Certified Purpose Consultancy, through which she helps businesses navigate their path to purpose.

She’s here today to talk about [insert keynote topic]. Please join me in welcoming Carolyn Butler-Madden.