



## BIO: CAROLYN BUTLER-MADDEN



Carolyn is on a mission to make meaningful purpose vital to business.

After riding the highs and lows of a 30-year career in Ad Land, including owning her agency, she is thriving in her 'second act' as a purpose activist.

She's a leading authority and award-winning author on brand and organisational purpose, dedicating 13 years, two books, a podcast, and her B Corp-certified consultancy, The Cause Effect, to the subject. Her articles have been featured in multiple media publications, including Forbes Australia and CEO World Magazine.

As a speaker, Carolyn captivates audiences with her storytelling, weaving inspiring stories of businesses changing the world, with her own life experiences – like crossing war borders for love and being wrongly suspected as a drug lord!

Her mantra, "Profit with purpose," guides her mission to empower leaders to build impactful, purpose-driven businesses.

Carolyn is based in Sydney.

### Contact Details:

Website: <https://www.carolynbutlermadden.com>  
Email: [carolyn@thecauseeffect.com.au](mailto:carolyn@thecauseeffect.com.au)  
Mobile: +61 419 404 579  
Location: Sydney, NSW

### 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>