

BIO: CAROLYN BUTLER-MADDEN

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Carolyn believes a healthy planet and shared prosperity depend on building purpose-driven business as a force for good.

After a 30-year career in Ad Land - riding the highs and lows of agency life, including 17 years running her own agency – she’s now thriving in her second act as a purpose activist.

A leading authority and award-winning author on brand and organisational purpose, she has spent the past 10 years deeply immersed in this space. Her B Corp-certified consultancy, *The Cause Effect*, two books, and *For Love & Money* podcast are all dedicated to helping business leaders drive meaningful change. Her thought leadership has featured in *Forbes Australia*, *CEO World Magazine*, and more.

As a keynote speaker, Carolyn blends bold thinking and commercial realism with humour and humanity. She shares powerful stories of businesses changing the world – alongside her own extraordinary life experiences, including crossing war borders for love and once being mistakenly suspected as a drug lord.

Her mantra, “Profit with purpose,” underpins her mission to inspire and empower leaders to build businesses that deliver impact, performance, and personal fulfilment.

Carolyn is based in Sydney.

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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>



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