

PK

STRATEGY | EXPERIENCE

Pat Kane

SUSTAINABILITY ADVOCATE AND STORYTELLER

STRATEGIST, FOUNDER, BOARD MEMBER,
PODCAST HOST KEYNOTE SPEAKER, WRITER

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INSTAGRAM

@iampatkane





- organic growth
- niche creator
  - fuss-free sustainability stories
  - real-life wellness journey
  - 40+ woman musings
  - family life
- female audience
- 25-54 year olds
- UK / Ireland / US

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reuzi

ANTARIS

HELLO

My name is Pat Kane.

With a proven track record of translating ambitious environmental goals into practical, operational frameworks, I work to bridge the gap between corporate responsibility and commercial viability.

A trusted media contributor across print, digital, and radio, I bring a clear and accessible voice to sustainability conversations.

As Chief Sustainability Officer at Antaris, I specialise in sustainability strategy design and implementation, customer experience, and storytelling. I'm also a certified B Leader, guiding businesses through the rigorous B Corp certification process and supporting long-term impact measurement and modelling.

As founder and CEO of reuzi.ie, Ireland's leading sustainable retail platform, I bring a grounded, real-world perspective on circular economy logistics and conscious consumer behaviour.

MEDIA CONTRIBUTOR

Ireland AM
Sustainability Expert

Irish Tatler
Sustainability Columnist

mums & tots
Content Contributor

Radio Contributor
Various Channels

BOARD MEMBER

Vision Ireland
vi.ie

The Club Women's Network
theclubwomensnetwork.com

MENTOR

The Shona Project
shona.ie

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BACKGROUND

Before starting my entrepreneurial journey, I held various executive positions in the corporate world. I was a senior executive at Digicel in the Caribbean and Central America as well as the Director of Customer Experience at Flutter Entertainment.

Circular Economy and Sustainability Strategies
Certification | Cambridge, 2021

Business Sustainability Studies
Certification | Cambridge, 2018

Business Marketing
Masters | Pontifical Catholic University of Rio de Janeiro, 2006

Business Studies,
BA | IBMEC Rio de Janeiro, 2003



Living in Dublin with my family, I love spending time in the great outdoors with my family. I also really enjoy testing new plant-based recipes, running and painting - I am an artist at heart!

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AWARDS

Mums & Tots Magazine Awards
– Winner of Top Story 2019

JCI Friendly Business Awards
– Highly Commended for Eco-Friendliness and Digital Experience 2019

DLR Chamber Business Awards
– Winner of Best Start Up 2019

Sunday Independent & Gala Retail Inspiration Awards 2019
– Highly Commended for Environmental Change

Eco-Friendly Business of the Year 2020
– Republic of Ireland Prestige Awards

Eco-Friendly Irish Retailer of the Year 2021
– Irish Enterprise Awards 2021, Double Badge

Mums & Tots Magazine Awards
– Winner of Top Mum in Business 2021

Sustainable Business of the Year
– Digital Business Ireland-permanent tsb National Digital Awards 2021

The Sustainability Award
- The eir VIP Publishing Power of Women Award 2022

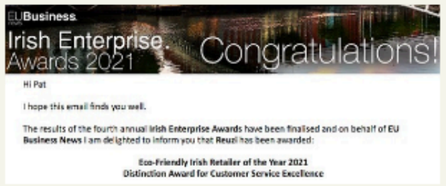


















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WORK WITH ME

BUSINESS STRATEGY

Developing ESG strategies
Boosting Customer Journeys
Marketing Comms Plan
Competitor Analysis
Bespoke Staff Training
Green Team Set Up
Internal Culture Training
1:1 Mentoring 'Power Hour'

SPEAKER

Keynote Speaker
Event Host
Moderator
Panellist
Bespoke Workshops
Lunch & Learn Sessions

EVENTS + MEDIA

Podcast Invites
Industry Events
Press Launches
Article Writing
Radio & TV

COLLABORATIONS

Ambassador Programmes
Social Content Creation
Blog Content Creation
Affiliate Programmes
Event Moderator / Speaker



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KEYNOTE & CONTENT TOPICS

Introduction to Sustainability - Sustainability essentials and practical actions that create meaningful, lasting impact.

Celebrating Earth Month - Environmental awareness and collective action for a more sustainable future.

Fast Fashion: What's the Story? - The environmental and social impacts of fashion and conscious consumption.

Addressing Food Waste- Practical solutions to reduce food waste and support sustainability goals.

Waste Management: Recycling & Composting - Best practices in waste reduction, recycling, composting, and resource recovery.

Sustainable Christmas - Greener festive traditions that reduce waste without compromising celebration.

Living Lightly: The Lagom Life - balanced approach to wellbeing, mindful consumption, and sustainable living.

Living Your Values - Everyday habits that align personal choices with sustainability principles.

Harnessing the Power of Green Marketing - Authentic sustainability communications that build trust and brand value.

Elevating Customer Experience Through Sustainability - Sustainability trends shaping customer expectations, loyalty, and business success.



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RECENT CLIENTS + PARTNERS



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RECENT WORK



Polestar Ambassador



KIND Bars Partner



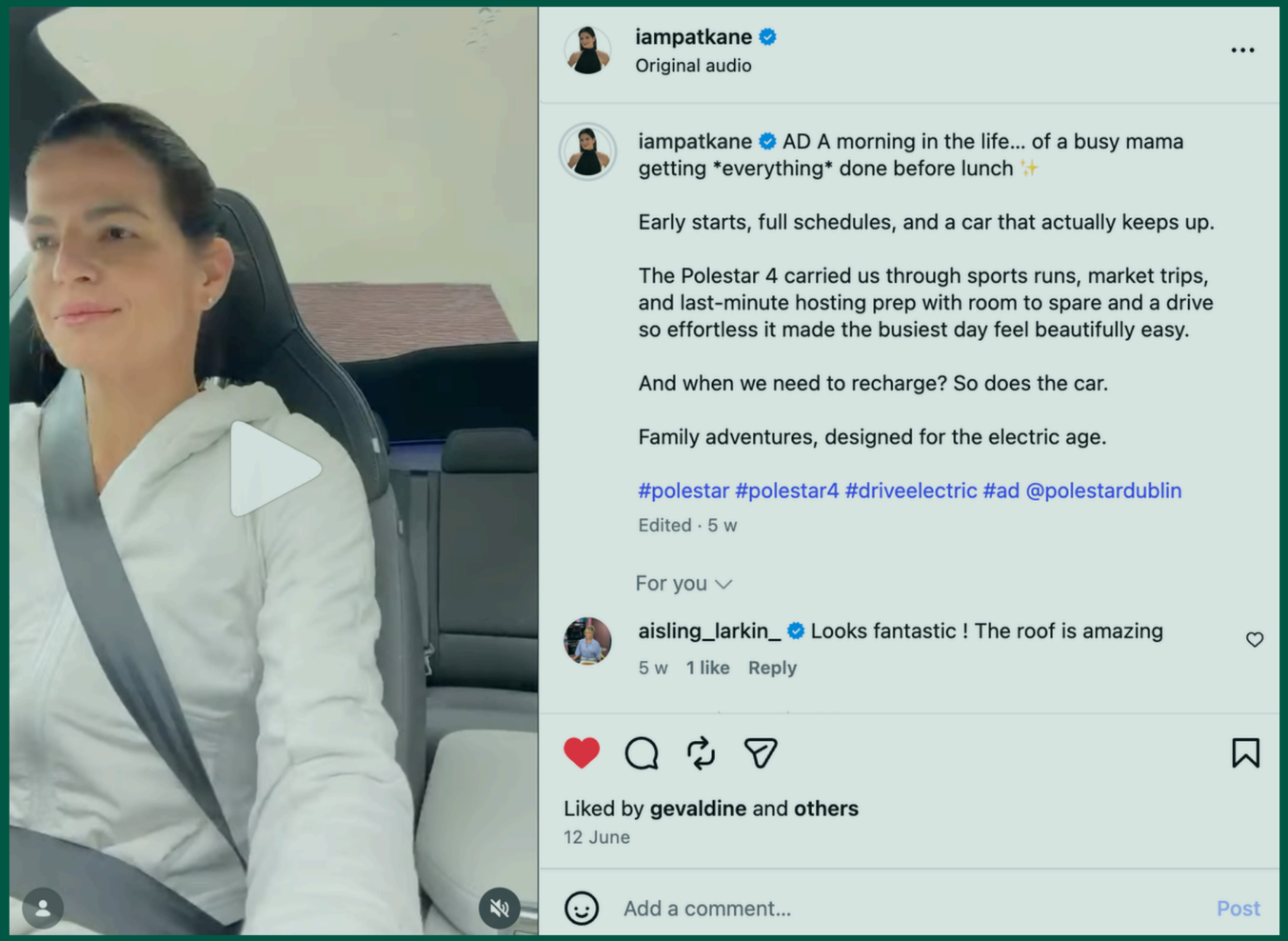
GoCar Partner



Trilogy

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RECENT WORK



Polestar Summer ‘26 Campaign

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LOOKING FORWARD TO WORKING WITH YOU

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