



Judy Trabulsi

Co-Founder, GSD&M / President and Co-Founder, The Purpose Institute

Over 40 years ago, Judy Trabulsi and college friends founded GSD&M, an advertising agency from humble beginnings representing local Austin businesses. Since then, the agency's client roster grew to include some of the world's most respected brands including MasterCard, Southwest Airlines, DreamWorks, BMW, AT&T and Walgreens.

Judy is now applying her innovative approach to communications and her renowned expertise in organizational culture as the president and co-founder of The Purpose Institute, a consulting firm dedicated to helping people and organizations discover, articulate and live their purpose.

Judy has been lauded by communications industry watchers over the years: *Newsweek* recognized her as one of the "Nation's Top 100 Agency Media Directors," *Advertising Age* named her as one of a handful of "Media Mavens" and in 2007 the Austin Advertising Federation honored Judy with its Lifetime Achievement Award.

The motto Judy learned from her entrepreneur father – "The Value of Relationships and the Relationship of Value" – remains her guiding principle today.

Judy is a graduate of The University of Texas at Austin and serves on the Seton Fund Board of Trustees, and is an advisory board member on the Center for Public Policy Priorities Board of Directors, the Caritas Community Advisory Board.