

# **Colin Lowry**

**Tutor Demonstrator at Digital Strategy Consultant**

Dublin, , IE

Mobile & mCommerce Researcher

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## **Biography**

Taking pride in creating great digital experiences for my clients and their customers for over 10 years. Send an email to me@colinlowry.com to reach out.

Research area- mobile technology including mobile commerce, mobile consumer behaviour and engagement.

Interested in retail and eCommerce, digital transformation of physical retailing, the omni-channel journey, and consumer engagement.

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## **Availability**

Moderator, Panelist, Corporate Training

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## **Industry Expertise**

Information Technology and Services, Media - Online, Internet

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## **Areas of Expertise**

Mobile, Mcommerce, Mobile Marketing, Education, Retail

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## **Affiliations**

User Experience Professionals Association, Irish Computer Society, Association of Computing Machinery

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## **Event Appearances**

**Judge**

Appy Awards 2015

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## **Education**

**Dun Laoghaire Institute of Art Design & Technology**

Master of Science by Research Mobile Commerce, Mobile Technologies, Mobile Marketing Strategies and Consumer Behaviour

**Dun Laoghaire Institute of Art, Design & Technology**

BSc (Honours) in Computing Multimedia Systems/Web Engineering Multimedia Systems, Web Engineering

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## **Accomplishments**

### **Accenture Digital Media Awards Finalist 2016**

2016 Best App (Mobile or Tablet)

Accenture Digital Media Awards strive to recognize and celebrate excellence in all aspects of digital media, and aim to give established multi-national corporations and up-and-comers alike an equal chance to showcase their achievements and network.

### **Finalist at The Appys GSK AppCademy 2013**

The GSK App-cademy is about discovering talented student app developers and rewarding their ideas.

This event saw ten shortlisted final year students pitching their app ideas to industry leaders on June 20th at GSK's HQ in Dublin.

Media Coverage:

Business & Leadership

<http://www.businessandleadership.com/leadership/item/41599-winners-in-gsk-app-cademy-f>

RTE

<http://www.rte.ie/blogs/digital/2013/06/21/chessdoku-app-and-asthma-management-app-win-gsk-app-cademy-2013-awards/>

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