

Press Release – For Immediate Release

Allergy Standards international growth plan gets major boost with the appointment of Dr. John Ryan as Chief Strategy Officer

ASL today announced the appointment of Dr. John Ryan effective immediately to drive growth and diversification.

As Chief Strategy Officer (CSO), he will have responsibility for delivering on their ambitious strategic growth plan. John will work directly with Chief Executive Officer, [Dr. John McKeon](#).

John brings a significant level of business and technical acumen to the company. He has over 20 years' experience in international business having co-founded and scaled his own certification, training and inspection business. John holds a BSc (science), PhD (microbiology) and has several business qualifications in corporate governance, leadership and company direction.



John is a professional business advisor and company director and serves on both commercial and not for profits Boards. He is the former chair of the Irish business lobbying group ISME and had been a Government appointed representative on various expert groups including job creation; energy and environmental management.

He said, “it’s a pleasure to join an innovative and forward thinking company who are focused on using scientific endeavor, empathy and creativity to meet the needs of both people with asthma and allergies and those supplying products to them; the rates of asthma and related allergies are increasing worldwide and ASL is positioned to be the mark of assurance that products, meeting their [exacting standards](#), are asthma & allergy friendly”

As CSO Dr. Ryan will be responsible for developing, communicating, completing, and maintaining corporate strategic initiatives supporting the company in its ongoing expansion including their international reach and

diversification of their business model. This includes formalizing and leading the strategic planning process as well as focusing on long term trends and outlook. He will work with the Board, Executive and Management to help scale the business in a sustainable manner.

“Dr. Ryan has built an impressive track record of strategic, operational and commercial accomplishments,” said Dr John McKeon, Chief Executive Officer. “He has proven to be a successful and trusted leader in the evolving field of testing, inspection and certification. His wealth of experience, will be a valuable asset as we continue to accelerate growth in both in North America and Internationally. I am extremely pleased about his appointment to this critical role at this important time for the company.”

[Read more about Dr. John Ryan](#)

About Allergy Standards Limited

Allergy Standards Limited (ASL) is an international certification company that prepares [independent standards](#) for testing a wide range of products to determine their suitability for asthmatics and individuals with associated allergies. ASL has devised a series of proprietary testing protocols and suitability specifications for products to meet in order to be eligible for certification as asthma & allergy friendly®. ASL has developed these protocols to identify that products that consumers can trust have been subject to rigorous testing to determine their relative suitability for people with asthma and allergies. The program works with patient advocacy groups, retailers and manufacturers across product categories that are relevant to a ‘healthy home’ concept including textiles and apparel, air cleaners, dehumidifiers, paints, bedding, vacuum cleaners, washing machines, stuffed toys, cleaning services, and more. <http://www.allergystandards.com/>