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**PRESS RELEASE FOR IMMEDIATE RELEASE**

## **Léa Daulan appointed as Digital Marketing Manager**

DUBLIN, Ireland. (July 31, 2018) – Allergy Standards Limited (ASL) announced today the appointment of Léa Daulan as Digital Marketing Manager.

With the rapid digital transformation of the business, the promotion of Léa Daulan to Digital Marketing Manager comes at an opportune time for ASL.

As Digital Marketing Manager, Léa will develop, implement and monitor ASL's digital marketing strategy, primarily through social media, site optimisation, and content creation.

As part of her role, Léa will also manage ASL's core product certification database, to ensure it supports ASL's certification programs and wider business objectives.



*"Léa has proven to be an invaluable member of the Allergy Standards team and is extremely deserving of the promotion to Digital Marketing Manager. Her new role will be instrumental as our clients and retailers, along the supply chain, navigate the complex regulatory environment required to stay ahead of the stringent allergy and asthma related requirements for consumer products and services. With Léa's contribution, the client services portal will be a key tool in adding value and assisting our clients to win in the market place around the healthy home movement." said [Dr John McKeon](#), Chief Executive Officer (CEO).*

Léa has an international background, with bilingual fluency in English and French, a First Class BA in International Relations from the University of Montreal in Canada, an international exchange year at the National Taiwan Normal University, and an MSc in International Politics from Trinity College Dublin, Ireland.

Léa also has a strong interest in sustainable development: she wrote her masters research on US environmental politics, has previously worked in communication for international environmental NGOs such as Surfrider Foundation, and was awarded an Outstanding Delegate Award in the United Nations (U.N.) Environment Programme Delegate as part of the National Model United Nations in New York. Léa was also selected to be a Young Delegate at the 2018 U.N. Winter Youth Assembly in New-York on the theme *"Innovation & Collaboration for a Sustainable World"*.

Léa has been working a part of the digital marketing team for over a year at ASL headquarters in Dublin, Ireland working with ASL's teams around the world in Dublin, New York, Washington DC, and Toronto. In her new role Léa will report directly to ASL Chief Information Officer [Dave Morrissey](#).

*"After completing my masters in Trinity College Dublin, I worked exclusively in digital media so I am very happy to be appointed as Digital Marketing Manager. It is very exciting to be part of ASL's digital transformation and I look forward to deepening the work I have been doing with ASL and the opportunities this will bring."* Léa Daulan, ASL Digital Marketing Manager.

Léa recently obtained a Certificate from the Digital Analytics Academy complementing her existing skills.

## About Allergy Standards and the asthma & allergy friendly® Certification Program

*"The Application of science to solve allergy labelling challenges":* 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 products that consumers can trust have been subject to rigorous testing to determine their relative suitability for people with asthma and allergies. <http://www.allergystandards.com/>