



**The Advertising Standards Authority for Ireland (ASAI)  
Complaints Committee Chair, Prof. Bairbre Redmond,  
seconded by UCD as Provost of Universitas 21**

**The ASAI congratulate Prof. Bairbre Redmond on her new role as she continues her  
commitments as Chair of the ASAI Complaints Committee**

**For Immediate Release – 6th October 2016**

The Advertising Standards Authority for Ireland (ASAI), the independent self-regulatory body committed to promoting the highest standards of marketing communications in Ireland, would like to congratulate ASAI Complaints Committee Chair, Prof. Bairbre Redmond as she is seconded to the role of Provost of Universitas 21 by UCD.

Universitas 21 (*U21*) is a leading global network of twenty-five top worldwide research-intensive universities, which collectively enrol 1.3 million students and employ close to a quarter of million staff and faculty. U21 aims to create truly international opportunities for students and staff on a scale that no individual university member would be able to achieve operating independently or through traditional bilateral alliances.

Bairbre will continue her work with the ASAI Complaints Committee in conjunction with her new role with U21 as lead academic, overseeing the work of the network in student experience and mobility, education and researcher engagement. Bairbre is the first holder of the role of U21 Provost and her appointment reflects her international academic reputation, particularly in the

area of educational innovation. Bairbre was seconded by UCD where she has been in the post of Dean of Undergraduate Studies & Deputy Registrar Teaching & Learning.

**Welcoming the appointment, Orla Twomey, Chief Executive of the ASAI, said:**

*“The ASAI, the Complaints Committee, our Board Members, our Chairman and I would all like to congratulate Prof. Bairbre Redmond as she becomes the first holder of the role of Provost of Universitas 21. Her appointment highlights the calibre of individuals contributing to the ASAI’s Independent Complaints Committee and the effective regulation of the advertising industry in Ireland. We wish her the best of luck in her new role as she also continues to serve as Chair of the ASAI Complaints Committee.”*

The Advertising Standards Authority for Ireland is financed by the advertising industry and committed, in the public interest, to promoting the highest standards of marketing communications that is advertising, promotional marketing and direct marketing. The objective is to ensure that all commercial marketing communications are *‘legal, decent, honest and truthful’*. The ASAI accepts complaints from any person or body who considers that a marketing communication may be in breach of the Code. To find out more or to view the ASAI Code of Standards for Advertising and Marketing Communications in Ireland (7th edition), go to [www.asai.ie](http://www.asai.ie)

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