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Allergy Standards announces the appointment of Steve Reiner as VP of Strategic Partnership Development

New York, NY, United States. (September 16, 2019) – Allergy Standards Limited (ASL) announced today the appointment of Steve Reiner as VP of Strategic Partnership Development.

*“I am excited to join Allergy Standards, whose drive is empowering consumers alternatives in making healthy choices and better buying decisions in living a more health conscious lifestyle. I look forward to working with existing and potential clients and building on the foundation and expanding the **asthma & allergy friendly®** certification program in the US.”* said Steve Reiner.



Steve comes to Allergy Standards with a history of success as a Sales Manager and Director in both the public and private sector. Steve’s 20+ years’ experience in business management, innovation and development has been wide and varied.

Through his experience and qualifications, Steve brings a sound and thorough understanding of business visioning, establishment, consolidations and expansion. Steve has continued to develop and refine his talent for strategic partnerships through leading and managing cross-functional global teams to develop roadmaps, recommend product innovations, and execution sales and marketing initiatives from beginning to end. Steve brings this skill set and experience to develop new business and organization enterprises and brings an insightful perspective to business development.

Steve holds a BS in Business Administration, a Master Certificate in Leadership Management and various certificates through the U.S. Department of Homeland Security, Emergency Management Institute.



As VP of Strategic Partnership Development, Steve will be responsible for the overall growth and development within the U.S. market managing the sales process, researching new markets and carry out market research for entry strategies. Steve will also be implementing new ideas and plans to prospect for new entries to the **asthma & allergy friendly®** Certification Program. As part of his responsibilities, Steve will liaise with Laboratory and R&D departments in relation to customer technical queries and product development. Steve will work directly with senior level decision makers both internally and externally.

We are delighted to welcome Steve in the team as he will be playing a key role in the expansion of our US strategic partnerships with global manufacturers. We believe he is a great addition to the team and his extensive professional experience in both B2B and B2C consumer healthcare fields will bring the company a new strategic development perspective.” said Dr. John McKeon, CEO.

About Allergy Standards

Allergy Standards Limited (ASL) mantra is design thinking and an innovation for healthier indoor air for the allergy aware consumer. As an independent, international certification company, it creates meaningful scientific standards for testing a wide range of products and services to determine their impact on improving indoor air quality. ASL’s intellectual property portfolio includes unique testing protocols and suitability specifications for products to be CERTIFIED **asthma & allergy friendly®**. ASL’s mission is to improve lives by empowering people create the healthiest possible indoor environment through science, education and innovation. Our vision is a world where all ER visits caused by exposure to avoidable indoor allergens are eliminated.

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