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## FOR IMMEDIATE RELEASE

### Vered Oren Elected as IFAN's next President, Paving the Way for a New Era

Geneva, September 2023: The International Federation of Standards Users (IFAN) is pleased to announce the election of Mrs. Vered Oren as its President, effective January 1st, 2024. Vered Oren becomes the first woman to ascend to this prestigious position, marking a transformative moment in IFAN's history.

Vered Oren boasts a remarkable career spanning 28 years, characterized by her exceptional expertise in strategic marketing and international affairs within the realm of standardization. She possesses an unwavering track record of championing collaboration and nurturing excellence across the industry.

Mr. Ross Wraight, IFAN's outgoing President, expressed his admiration, stating, "Throughout her career, Vered has been instrumental in advancing the interests of Standards Users and shaping industry best practices. Her profound global perspective on the challenges and opportunities facing Standards Users uniquely positions her to lead IFAN into an era of unprecedented growth and innovation. We extend our heartfelt best wishes to her."

Vered Oren, shared her thoughts: "I am deeply honoured to take on the role of IFAN President. Alongside our dedicated team and the expansive network of Standards Users associations and professionals around the world, we are poised to blaze new trails for IFAN, fostering knowledge exchange and creating opportunities for active engagement in international standardization."

#### About IFAN

The International Federation of Standards Users (IFAN) is a prominent international non-governmental organization headquartered in Geneva, Switzerland. IFAN serves as the authoritative voice of Standards Users, uniting national standards users' organizations, companies, professional and trade associations, governmental agencies, and individuals committed to advancing the use of international standards.

#### About Vered Oren

Vered Oren, representing the Israeli Standards Users Society (ISUS), has been an active IFAN member since the year 2000. Her journey within IFAN commenced as a member and progressively led to pivotal roles on the Board, culminating in her Vice Presidency. Vered was also accorded the honorary role of overseeing critical aspects of marketing and communications for the organization. In addition, she chairs WG1 (Working Group 1).

Vered Oren holds a bachelor's degree in political science and a Master's degree in Media and Communications, both from Queens College of the City University of New York.

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