

MARY O'DEA - BIOGRAPHICAL NOTE

Mary O'Dea is the first Consumer Director of the Irish Financial Services Regulatory Authority (Irish Financial Regulator). Prior to her current position, Mary was Head of the Central Bank of Ireland's Regulatory Enforcement and Development Department where she was responsible for co-ordination of policy across all of the Bank's supervision departments. Before this, Mary held a number of positions in financial regulation areas including Deputy Head of Banking Supervision and Deputy Head of Securities & Exchanges Supervision. Prior to joining the Central Bank of Ireland as an Economist in 1987, Mary worked in the Department of Political Economy at University College Dublin and Bord Fáilte (Ireland's tourist board).

Since taking up her position as Consumer Director of the Irish Financial Regulator in 2003, Mary has led the development and implementation of Ireland's Consumer Protection Code. To support this Code, Minimum Competency Requirements for sales staff dealing with customers has also been introduced by the Irish Financial Regulator's Consumer Director. With regard to consumer information initiatives, the EU Consumer Commissioner recently presented Mary with the EU winning award for promotion of consumer rights in the financial category, through the successful itsyourmoney.ie website. This award is part of an EU initiative to recognise activities that support the Commission policy of empowering consumers.

A founding member of the International Forum for Financial Consumer Protection and Education, Mary also chairs Ireland's National Steering Group for Financial Education, which oversees and co-ordinates financial education in Ireland based on best international practice. Mary holds an MSc in Investment & Treasury and an MA in Economics.