

Linda Bauld is Professor of Health Policy, Director of the Institute for Social Marketing and Dean of Research Impact at the University of Stirling. She is also a Deputy Director of the UK Centre for Tobacco and Alcohol Studies and holds the CRUK/BUPA Chair in Behavioural Research for Cancer Prevention at Cancer Research UK. Linda is a behavioural scientist whose research focuses on policies and interventions to prevent chronic disease, in particular smoking cessation and tobacco control. She is a former scientific adviser on tobacco control to the UK government, chaired the NICE guidelines group on tobacco harm reduction and has been particularly active in efforts to reduce smoking in pregnancy in the UK and internationally. Since 2011 she has co-chaired the multi-agency Smoking in Pregnancy Challenge Group in England (tasked with implementing a national strategy to reduce smoking in pregnancy) and she served as a member of the WHO Guidelines group on reducing tobacco use in pregnancy and post-partum. She is President of the Society for Research on Nicotine and Tobacco Europe and a Fellow of the Royal College of Physicians of Edinburgh.

I hope this information is helpful, but please don't hesitate to be in touch if we can be of further assistance.