

## BIR Appoints New Director of Education



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We are delighted to announce that Sally Edgington has been appointed as the new Director of Education at the BIR.

As Director of Education, Sally will lead on the development, management, delivery and promotion of the BIR's face-to-face and digital educational activities for the UK and worldwide radiology community. Sally will replace Dr Sarah Adibi who was in the role for the past twelve years.

Sally has spent over four years as Chief Executive at AXREM, the trade association representing the suppliers of diagnostic medical imaging, radiotherapy, healthcare IT and care equipment in the UK.

Sara Purdy, Chief Executive of the BIR, said "We are delighted to appoint Sally to this position. Her proven ability and experience in event management, communications, corporate partnerships and identifying opportunities will be invaluable for the role. She will build on the success of our incredible education team and together they will play an important part in delivering BIR's five-year strategy."

"We would also like to take the opportunity to thank Sarah Adibi for her invaluable work leading the BIR's education team and we wish her all the very best in her new role as Chief Executive of the Healthcare Infection Society.

Sally said, "I am looking forward to the challenge of fulfilling this role with the BIR. I feel my experience working in the health space for the last 9 years and most recent experience with AXREM, will stand me in excellent stead in building key relationships with stakeholders, industry companies and most importantly with BIR membership. I am excited to explore new opportunities for the BIR and feel with my commitment, proactive approach and working with a great team, we will be able to achieve great successes".

Sally begins her role at the BIR on 19 September 2023.

Source: [BIR](#)

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