

The Consumer Voice in Europe



Ursula Pachl
Deputy Director General

Ms. Pachl has worked at BEUC, the European Consumer Organisation, since October 1997, first as Legal Advisor, then as Senior Policy Advisor and presently as Deputy Director General.

Ms. Pachl leads BEUC's work on the Digital Single Market, on consumer rights, redress and enforcement. She is also responsible for horizontal and strategic policy issues and represents BEUC in the European Commission's REFIT platform, in the stakeholder group of EU's Agency for Network and Information Security (ENISA) and in the European Commission's High Level Group for Artificial Intelligence. She also co-ordinates BEUC's law enforcement activities.

BEUC represents 43 independent national consumer associations from 32 European countries. The primary task of BEUC is to act as a strong consumer voice in Brussels and to try to ensure that consumer interests are given their proper weight in the development of all Community policies.