



## Ed Holloway

Executive Director of Services and Support

MS Society

## Candidate Statement

I'm Executive Director of Services and Support for the MS Society, which means that I'm responsible for all of the services we provide to people affected by MS across the UK. This includes our helpline, our information resources, our programme of grants to increase wellbeing and independence; and the work of our network of 270 volunteer-led local groups.

Multiple sclerosis is a condition that affects your brain and spinal cord. In MS, the coating that protects your nerves (myelin) is damaged, and this causes a range of symptoms. More than 100,000 people in the UK have MS, and the MS Society is the leading MS charity in the UK – funding cutting-edge research, campaigning for changes to policy and practice, and providing support to people living with MS today.

I'm an experienced senior manager, with a great understanding of the health and social care environment in the UK, and how the work of charities like National Voices and its members can transform the lives of those with health conditions. My wife has MS, so I also understand close-hand what it means to live with a long-term condition in the UK.

I've worked for the MS Society for the past 10 years, and have previously been director for strategy (leading the development of our current organisational strategy) and have led our care and services research programme. This cross-organisational experience has given me a fantastic understanding of the full scope of the MS Society's work.

Like most organisations of our type the MS Society is embracing digital transformation, and I'm leading this work across our services. This includes exploring how we can better use digital tools to support people affected by MS to manage their condition, how we can use technology to make it easier for people with MS to engage with us, and how we can improve our internal systems, processes and data to increase our impact and effectiveness. I sit

on our digital project board, and played a key role in the launch of our new organisational website earlier this year, as well as its ongoing development.

I believe I have the skills and experience necessary to contribute to the National Voices Board, and help lead the organisation on the next stage of its journey.