



## Ed Holloway

Executive Director of Services and Support

MS Society

### Candidate Statement

From working in a range of senior roles with responsibility for research, organisational strategy and impact, and now services and support, I have substantial cross-organisational experience in achieving transformational impact for people living with a long-term health condition. My wife lives with MS, and because of this I have focussed my executive career for the past decade within the MS Society. However, I am looking for an opportunity to further contribute to the wider sector and develop my skills through a non-executive position, and believe that this Trustee vacancy at National Voices is an ideal role.

As Executive Director for Services and Support at the MS Society, I am responsible for all our support to the MS community across the UK, through a range of staff and volunteer delivered services. This includes responsibility for leading the digital transformation of our services, including several initiatives to take advantage of new technology to improve the knowledge, skills and confidence of our community. These range from the greatly increased use of video to tell stories and communicate complex concepts in more engaging ways, the development of interactive learning tools to help people to learn new skills, using new communication tools to improve connections across our community, and the use of artificial intelligence to provide personalised content driven by an individual's behaviours and needs. I would welcome an opportunity to use these skills and experience to support the work of National Voices and its members.

Through my close relationship with the MS Society Board of Trustees, as well as previous non-executive experience, I believe I have an excellent understanding of the individual and collective responsibilities of Trustees and the approach needed to contribute to an effective Board. In particular I feel I would be well placed to play an active role in helping to set the strategic direction for the organisation, holding the executive to account for delivery

of agreed plans, and ensuring the best possible use of National Voice's resources.

I am a passionate advocate for person-centred care, and have seen the impact that a truly person-centred approach can have on the lives of people with health conditions, as well as their carers and wider communities. I am incredibly excited by the potential of joining the Board of National Voices and using my experience and skills to support an organisation leading such an important agenda.