

Edward Kay

Digital Manager

digital@thepsa.co.uk



About me

I am a membership digital specialist with over 20 years experience as a software engineer and digital project manager. I own Tall Projects, a digital consultancy specialising in the membership sector. I understand both the technology and business of running successful membership bodies.

I live in Witney, Oxfordshire with my wife and two young sons. I enjoy running and have completed five marathons.

My role in the PSA

I have responsibility for the selection, operation and optimisation of all the PSA's digital tools. I work closely with the board and operations team to ensure we deliver efficient and secure services to you, our members.

Projects I've worked on in 2017/18

- **Technology upgrades to support the PSA's growth:** We've migrated the PSA over to Google's G Suite and upgraded our website hosting. The PSA's digital platform is now faster, more reliable and more secure.
- **GDPR compliance:** Ensuring to our data collection and processing operations continue to comply with law.
- **Speakers' Hub:** Providing the infrastructure and integration with our membership database to support this new resource.
- **eSpeakers:** Connecting up our tools and processes to deliver this new member benefit.
- **Payment improvements:** Rationalisation of the PSA's payment processing. Automated renewal reminders and collections, making the PSA more efficient and able to deliver greater member value.
- **Connected systems:** Upgrading the integrations between our websites, payment processors and membership database for improved operational efficiency.
- **Operational support:** Supporting the board and operations team with numerous other digital tasks.