

Bryony Thomas

Marketing Director

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About me

I am the creator of the multi-award winning Watertight Marketing methodology captured in the best-selling book of the same name. The approach stops people wasting money on marketing, keeping everyone focused on the few things that will make the most sustainable difference. With over 20 years' marketing experience. My formative years were in agency and client-side roles for brands including Microsoft, Dell, IBM and Experian. Since 2008, I have focussed on scaling small businesses with big ambitions.

My role in the PSA

The marketing role was newly created in 2018, and as such is in transition. The primary function is to set the marketing strategy and have oversight on the marketing activity of the organisation.

What I've been doing for The PSA in 2018/19

- Attended the full day's strategy day in January.
- Attended three full Board meetings in London.
- Given an overview of the Board's role at all regional events that I've attended.
- Undertaken an audit of the marketing requirement for the PSA - PDF available.
- Prepared and launched the initial Inspire marketing in March and April, before stepping back from the role.
- Provided detailed input on the ethics code, including meeting with William and providing suggestions for minor redrafts.
- The very sad task of collating and providing words of condolence from across the tribe into a memorial document for the families on the passing of the wonderful Joy Marsden and deeply inspiring Eilidh Milnes.
- Adhoc proof-reading and opinion as required and as requested from the PSA HQ team.
- I have also committed to provide time to my successor in this role to handover my audit, with the addition of a project list and baseline marketing plan in full agreement and involvement of the individual who will take this forward.

My resignation from the Board:

It was not an easy decision for me to submit my resignation to the Board in April this year. My reasons for this are two-fold:

- 1) the end of last year was difficult for me on a personal wellbeing front, and the additional pressure of the role in which I wanted to perform energetically was too much.
- 2) In taking investment into my business, our lead investor has asked me to resign any voluntary commitments in order to fully commit to the plans we have for growth.

I would like to take this opportunity to thank the dedication of Sara Beth and her team, the phenomenal commitment of the volunteer Board, and the contribution of all volunteers around the country in making this organisation something truly special.