

## **MEMBER NOMINATION**

CV / PERSONAL STATEMENT

FOR THE POSITION OF DIRECTOR OF SCOTTISH ARCHERY

I, the undersigned, confirm that, having had due regard to Article 13 of the Articles of Association (application for a vacancy), put myself forward for this position.

The Director position nominally vacant are: -

- Director of Digital

Name: **Jules May**

Club (only for members of Scottish Archery): **Links Archers**

Archery GB Number (only for members of Scottish Archery) **2060106**

Signature: Date: **11 Oct 2019**

### **I would bring the following experience and expertise to the Board (including relevant qualifications) in relation to the above (up to maximum of 250 words)**

I have spent my entire working life in computers, marketing, or some combination of the two. I have delivered projects from the smallest and most rapid, and I have led major projects at national scale. I know how to direct teams and manage development, but I also know how and when to hack a solution quickly.

I learned my trade in the advertising industry, and I participated in the transformation from traditional advertising to data-driven digital marketing. Today, I spend a lot of my professional life in “data science”: designing channels to gather engagement data, analysing the data afterwards, and creating interventions based on the new intelligence.

What I see is: just now, there is a new kind of engagement appearing. Younger people (Millennials and Gen Z) rely almost totally on always-on digital channels for their communication needs, and they are operating in those spaces in ways which are fundamentally different to the traditional broadcast/publishing model.

This is a style of communication with which SAA hasn't yet engaged, and yet we must if we're going to retain relevance and effectiveness for our future membership. Obviously, we don't need (and shouldn't attempt) a wholesale switch-over from its current IT systems into a new, Millennial-friendly development. But we should plan a roadmap to integrate some modern affordances into the systems we currently have, and we should take small, testable steps into these new spaces.

This requires someone who understands marketing and digital communications as much as they understand computers. It also requires a detailed understanding of security and GDPR. That's my day job.

### **Please outline any further information in support of a nomination to the position (up to a maximum 250 words)**

- I am currently SAA JLO. As part of that role, I have driven several (modest) technical upgrades, and have communicated their benefits to all the necessary stakeholders. Currently, we have 100% buy-in. (I was also faced with re-invigorating a thoroughly demoralised team. Seems to be working so far!)
- I have performed data analyses and evidence-driven transformations in major business whom you've heard of (but for confidentiality reasons, I can't name here). I am also an external consultant to some major data-science companies.
- I currently work mainly from home as a technology consultant. This gives me high availability during the day.