

ZEDRA announces Sam Burden as Head of GAA

8 October 2026

[UK – 8 October 2026] – ZEDRA, an award-winning provider of pension and incentive services, today announced that Sam Burden, who has been with the firm for 4.5 years, will lead its Governance Advisory Arrangement (GAA) as Head of GAA, further strengthening support for workplace pension providers as the market prepares for significant changes to Value for Money (VfM) requirements.

The pensions industry is moving towards implementation of the new VfM framework, following the latest consultation and further developments in the Government's plans for the defined contribution market. The framework is intended to bring greater transparency and consistency to how workplace pension schemes demonstrate and assess value, with implementation beginning with larger schemes from 2028.

Kim Nash, Managing Director, at ZEDRA, commented: "At the heart of VfM is the member, ensuring that workplace pension savers receive good value and can clearly see how their scheme is delivering for them. Through the many assessments we carry out across the market, we see first-hand how schemes are approaching value and where there are opportunities to improve member outcomes.

"As the market moves towards implementation of the new framework supporting clients through regulatory change and helping them put effective governance arrangements in place is a key priority for ZEDRA. Sam's extensive experience across the pensions industry, spanning both defined benefit and defined contribution, means he brings a wealth of expertise to the role. He is ideally placed to lead our GAA as we continue to support providers through this next stage of the market's development."

Sam Burden, Head of GAA at ZEDRA, commented: "The evolving regulatory landscape presents both challenges and opportunities, particularly as expectations around governance and value continue to develop. Clear and effective governance is essential in helping organisations navigate an increasingly complex regulatory environment and ensuring they can demonstrate the value they deliver to members.

"I am looking forward to leading ZEDRA's GAA and working with clients to ensure they have the governance and support they need as the market continues to evolve."

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ZEDRA's Governance Advisory Arrangement is a cost-effective solution for smaller, non-complex contract-based workplace pension and Investment Pathways providers to meet their requirements for a Value for Money Assessment. As the framework develops, ZEDRA is undertaking dry runs to help assess data submission and readiness, supporting providers as they prepare for the new requirements.

Sam brings over 27 years of experience in the pensions industry and extensive experience across both defined benefit and defined contribution arrangements. He has held senior roles at leading

consultancies advising trustees, sponsors and other stakeholders across a range of pension matters. Sam has been with ZEDRA for 4.5 years, where he has developed in depth experience in pension governance and trustee services.

Notes to Editors

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About ZEDRA

ZEDRA is a global provider of Corporate, Funds and Wealth solutions, supporting businesses, fund managers, high-net-worth individuals and families with the governance, administration and operational expertise needed to navigate complexity and achieve their long-term ambitions.

With more than 1,400 specialists across 100 countries and 30+ offices, ZEDRA combines deep technical knowledge with a genuine relationship-led approach. From global expansion and fund administration to private wealth, pensions and incentives, ZEDRA helps clients manage risk, protect assets and build for the future with confidence.

At ZEDRA, we make ambition happen.