

Curriculum Vitae

Andrew Griffiths

A Certified Scrum Product Owner working in a Lean Agile environment, I have a solid technical background combined with strong business understanding. Throughout my career I have built on analytical skills from my 2:1 Computer Science degree by working with online products across development, sales and product management capacities.



<personal-details>

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Mobile: +44 (0)7968 342 467

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<education>

'02–05 **BSc (Hons) in Computer Science** **University of Nottingham**
Degree Classification: 2:1 Nottingham, NG7 2RD
'93–01 **A-level: Maths (A), Economics (B), Physics (C)** **Solihull School**
and General Studies (A) Warwick Road, Solihull, B91 3DJ
GCSE: 3 A*'s, 4 A's and 4 B's



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<current-role>

Head of Product (Enterprise) @ ProFinda

- Head of Product for ProFinda SaaS solution, growth start-up, with a focus on Enterprise Clients
- Define and evangelise product market fit and the strategic decisions that come from there
- Build, maintain and lead the prioritisation of product roadmap
- Manage relationships between senior leadership and the development team
- Drive positive organisational change to product and development processes
- Lead client discovery to drive innovation within our core product range
- Ensure adherence to enterprise grade NFR (non-functional requirements), as well as relevant safety and security compliance (e.g. GDPR, ISO 27001)
- Use both a user and data driven approach to cement product feedback and evolve the product
- Line manage the User Experience team
- Plan development sprints and ensure work is properly scoped for effective working in an agile scrum development team
- Effectively communicate product enhancements to the wider organisation and our clients
- Manage, maintain and administer critical product & development systems/documentation (e.g. JIRA, Confluence, Zeplin, Invision)



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<relevant-skills-and-experience>

▶ <certifications-and-training>

- **Certified Scrum Product Owner** [*ScrumAlliance*]
- **UX Certified** [*Nielsen Norman Group*]
Analytics and User Experience | Information Architecture | The Human Mind and Usability | Usability Testing | Wireframing and Prototyping | Scaling User Interfaces
- **LeanUX Workshop** [*Jeff Gothelf*]
- **Inspired: How To Build Products Customer's Love Workshop** [*Marty Cagan*]
- **Hooked Workshop** [*Nir Eyal*]



</certifications-and-training>

▶ <tools-and-software>

Google Analytics | Adobe Photoshop | Visual Website Optimiser | Jira | Trello | ProdPad | Clicktale | Optimizely | Invision | Zeplin | Confluence | UserTesting.com | Microsoft Office | GitHub | Salesforce | Adobe SiteCatalyst (inc Omniture) | Wordpress | Windows / Android / iOS / Unix / Linux | + many others

</tools-and-software>

▶ <language-experience>

RW: HTML | XML | CSS | PHP | SQL | Java
R: Javascript (inc. React & Angular) | Ruby | Python | R
+ adaptability to read others

</language-experience>

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<previous-employment>

Product Strategist / Product Manager - Talent Network Analytics and Platform @ Careerbuilder

Feb 2014–Jan 2018



- Product Manage our scalable careersite product, serving 3000+ clients and 8 million users pcm
- Manage product roadmaps for four different technical teams and prioritize backlogs:
 - > User Data and Experience > Site Experience > Analytics Portal > Fulfilment Tools
- Utilise analytics to enable impactful data driven decisions for my products
- Focus on iterative delivery alongside continuous discovery – Dual-track Agile
- Work with both local and global (non co-located) engineering and product teams
- Run regular face to face user discovery sessions globally to ensure user driven improvements
- Conduct A-B testing where needed to help ensure product moves in the correct direction
- Liaise with other cross-functional teams (internally and at our partners) to ensure common roadmap goals are met
- Manage international Product Strategists to ensure continued international focus across EMEA and APAC
- Be a strong communication bridge between technology and business sides of the organization
- Coordinate, educate and support others in the business on our product's configuration, limitations and API's

Senior Sales Executive @ 451 Research

2013–2014



- Account manager for 451's online research tools, tasked with selling new services and events
- Sole responsibility for Financial Services and Consultancy clients within EMEA

Senior Relationship Manager & Sales Team Leader @ Wall Street Journal & Financial News (Dow Jones)

2009–2013



THE WALL STREET JOURNAL

- Initiate, build and maintain relationships with blue chip companies, including Investment Banks,
- Lead, manage, mentor, recruit and train a team of 4 account managers in their day to day activities
- Devise sales team strategies and assist in product driver and campaign creation to grow business.
- Maintain and update business analytics with relation to client activity and revenue streams.
- Responsibilities for team restructuring, product development, adaption of legal processes and production of future sales strategy, with contributions to group strategic reviews.

Sales & Account Manager @ Totaljobs.com (Reed Elsevier)

2008–2009



- Account Managing large clients for their recruitment advertising spend and campaigns

New Business Sales Executive @ GAAPweb.com (Trinity Mirror Group)

2007–2008



- Sourcing clients and selling recruitment advertising

Sabbatical Position (Societies Officer) @ University of Nottingham Students' Union

2005–2006



- Core Member of Students' Union Executive Committee; 13 Officers who make all developmental and operational decisions regarding the Students' Union and report to 300+ Students Union council reps
- Member of the Board of Directors of UNU Services Limited (the Students' Union Company).

Student Ambassador @ University of Nottingham

2003–2005



- Led university tours and Summer Schools offering 24 hour care and activities to children aged 8-16

Frontend Developer @ IBM [GAP Year]

2001–2002



- Member of the Intranet Technology Team as part of the Pre-University Employment (PUE) Scheme

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<interests-and-activities>

- > Devoted Father > Board Gaming > DIY & Home Automation > Snowboarding
- > Retro gaming > Craft Beer & Whiskies > Cooking & Dining > Theatre & Film

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<previous-voluntary-positions>

- **Vice-President – UoN and Sullivan Society** - Elected position. Led the society to win the Best Society Award in 2005.
- **Carer – Nightline**- Trained member of the University listening service. Gained valuable communication and confidentiality skills, as well as being very rewarding on a personal level.
- **Off-Campus Social Secretary - Newark Hall** - Elected position, helping past residents stay in touch
- **Corporal - RAF Cadets** - Supervised and trained cadets, maintained discipline and leadership



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<additional-achievements>

- > Post-Graduate training at *The Actor Works Drama School* ('07/08) > Bronze Duke of Edinburgh Award
- > Clean, full UK Driving Licence and MiDAS Minibus Certificate > Young Enterprise Exam (Distinction)
- > UofNSU Students' Union Prize > ABRSM Grade 8 Singing, Grade 6 Trumpet & Grade 5 Piano

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