

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 brought analytical skills from my 2:1 Computer Science degree together with user and data discovery to define, build and promote products people love using.

<personal-details>

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<education>

'02–05 **BSc (Hons) in Computer Science**
Degree Classification: **2:1**

University of Nottingham
Nottingham, NG7 2RD



'93–01 **A-level:** Maths (A), Economics (B), Physics (C) and General Studies (A).
GCSE: 3 A*'s, 4 A's and 4 B's

Solihull School,
Warwick Road, Solihull, B91 3DJ

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<current-role>

Head of Product (Enterprise) @ ProFinda



from 01/2018

- Head of Product for ProFinda SaaS cloud solution, growth start-up 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
- User story creation, backlog grooming, ticket scoping and estimation, sprint planning, stand-ups (Scrum / Kanban)
- Manage internal relationships; between senior leadership and the development team
- Manage client relationships; market new releases, present upcoming developments, objection handle where needed
- Drive positive organisational change to product and development processes and leading agile best practice
- 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)
- Understand integrations with other vendors software and APIs to help drive our own product development
- Use both a user and data driven approach to cement product feedback and evolve the product
- Line manage the User Experience team
- Manage, maintain and administer critical product & development systems and technical 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
- **Workshop – Lean UX** [Jeff Gothelf]
- **Workshop – Inspired: How To Build Products Customer's Love** [Marty Cagan]
- **Workshop – Hooked** [Nir Eyal]



</certifications-and-training>

▶ <tools-and-software>

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

</tools-and-software>

▶ <language-and-stack-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
- Integrations; translate vendor API documentation for business, client and developer consumption and implementation
- 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



- 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)
- > Clean, full UK Driving Licence and MiDAS Minibus Certificate
- > UofNSU Students' Union Prize
- > Bronze Duke of Edinburgh Award
- > Young Enterprise Exam (Distinction)
- > ABRSM Grade 8 Singing, Grade 6 Trumpet & Grade 5 Piano

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