

Curriculum Vitae

Andrew Griffiths

A product leader with over a decade of experience leading in both B2C & B2B Lean Agile environments and driving customer and data led thinking across APIs, Platform and UX.

Combining solid technical background with strong customer, business, financial and leadership understanding I drive results that lead to both customer satisfaction and business gains. Customer discovery, GTM, building cross functional relationships and integration of analytical skills from my Computer Science degree allows me to define, build and promote of products people love using.



<personal-details>

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Mobile: +44 (0)7968 342 467

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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>

Senior Director of Product: Enterprise Trust & Reliability @ Multiverse

Single Threaded Leader (STL) for Enterprise Trust & Reliability, Multiverse's enterprise operating layer, with end-to-end accountability for strategy, execution and outcomes across the full stack. ETR is the trust, commercial and reliability spine that makes Multiverse safe to sell and safe to scale.

- Set product strategy and lead delivery for Enterprise Trust & Reliability across Trust Engineering, Commercial Tech & Integrations, Stability & Operations and Migration; scaled the function to ~20 across Product, Engineering and Partnerships, hiring four senior leaders and shaping the team into four lean functions, each with a clear mission and OKRs.
- Shape cross-Tech strategy as one of seven STLs, arbitrating trade-offs across the organisation's six charters and co-authoring Multiverse's Tech Architectural Principles.
- Own the trust and compliance spine the business sells on (ISO 27001, GDPR, EU AI Act evidence, data classification, destruction and residency), positioning regulation as a commercial advantage protecting £20m+ of revenue tied to certs.
- Run the commercial GTM-to-tech bridge, owning customer integrations, vendor partnerships (Anthropic, Okta) and signature-as-a-service across the enterprise journey from pre-sales to production. Renegotiated LLM and hyperscaler contracts for 20%+ savings; enterprise security reviews now clear in hours, not weeks.
- Set the reliability operating model (incident management, SRE standards, on-call, DORA baselining) and the technology evidence base for enterprise and audit readiness; out-of-hours incidents reduced by 52%.
- Own and expanded Multiverse's AI-native platform, replacing shadow AI with one approved enterprise stack: a governed, observable "golden thread" of LLMs, internal MCP servers and Skills, standard-issue to all engineers (Claude Code, Codex, Gemini, Cursor), with eval gates and ISO-compliant agentic deploy paths.
- Delivered enterprise Single Sign-On to first-customer launch, unblocking enterprise sales, and consolidated notifications onto a single observable platform at 99.8% deliverability, while owning the reliability, security and cost of core shared services (auth / SSO, gateway, apprentice lifecycle).
- Drove the data retention and destruction programme: moving right-to-be-forgotten from a manual support process to automated, audited, self-serve GDPR erasure, with service-level data classification and decentralised deletion across downstream systems.

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<relevant-skills-and-experience>

► <certifications-and-training>

Certified Scrum Product Owner [ScrumAlliance] | **UX Certified** [Nielsen Norman Group]

Workshops: Lean UX [Jeff Gothelf] | Inspired: How To Build Products Customer's Love [Marty Cagan]

Hooked [Nir Eyal] | **Salesforce Accelerate Leadership Programme**

Salesforce AI Agentblazer Legend | **Claude with the Anthropic API**



</certifications-and-training>

► <technical> <!--non-exhaustive-->

AI & engineering: Claude | Cursor | ChatGPT/Codex | GitHub

Product & delivery: Jira | Confluence | ProdPad

Analytics & research: Google Analytics | Tableau | Optimizely

Cloud & enterprise: AWS | Salesforce | Microsoft 365 | GSuite

Languages: **RW:** HTML | XML | CSS | PHP | SQL | Java | YAML

R: Javascript (Node/React) | Python | TypeScript

</technical>

<!-- ----->/relevant-skills-and-experience>

<previous-employment>

Director of Product Management: Customer Availability & Infrastructure @ Salesforce

- EMEA Product Management Lead for Salesforce Service Delivery, Availability and Infrastructure
- Driving the data-led evolution of infrastructure to meet the demands of a 24/7 global economy; ensuring availability, resilience, security, and regulatory compliance.
- Lead cross-functional collaboration with internal stakeholders, engineering, and enterprise customer CIOs/CSOs to shape availability engineering enhancements and go-to-market strategy.
- Ensure feasible, viable and cost-effective infrastructure developments to support our SaaS & PaaS offerings by translating infrastructure strategy into measurable business outcomes like cost optimisation, resilience, and customer trust.
- GTM lead for Salesforce's shift from first-party infrastructure to public cloud (Hyperforce on AWS), including operating model transformation and architecture redesign for high resilience. Migrated 97% of customers, built multi-cloud strategy for others.
- Blend inbound and outbound product management; evangelising Salesforce products and engaging deeply with customer jobs-to-be-done to embed customer voice into infrastructure strategy and align delivery with enterprise needs.
- Scrum-of-scrums leadership for large-scale initiatives (e.g. Change Data Visibility Engine, Hyperforce GCP substrate, Release Management), all applying ML, AI and LLMs to internal data discovery and visibility tooling and ultimately reducing impact and bringing Availability from 99.x% to 99.97%
- Align strategy and execution to company-wide goals using V2MOM (Salesforce's proprietary OKR framework).
- Influence engineering roadmaps and author technical content for senior engineering leadership.
- Salesforce Certified AI Specialist (AgentBlazer Legend). Building on prior product roles to drive scalable, high-impact outcomes.



Aug 2019 – Dec 2025

Head of Product (Enterprise) @ ProFinda

ProFinda is a workforce optimization and talent management platform which leverages AI and machine learning to connect right talent with the right roles, fostering collaboration, knowledge sharing, and skill utilization.

- Led product strategy and market fit for ProFinda's SaaS cloud solution.
- Recruited, trained and managed a team of UX and Product experts.
- Developed and owned the product roadmap, prioritising features and enhancements.
- Created the OKR process and rigour to evolve ProFinda from start-up to scale-up mindset.
- Ran deep customer discovery to define product-market fit, evangelising learnings to shape strategic decisions in the enterprise market.
- Cultivated cross-functional relationships across senior leadership, engineering and customer success.
- Managed client relationships: marketing new releases, presenting upcoming developments and handling objections.
- Ensured adherence to enterprise-grade NFRs and security compliance (e.g. GDPR, ISO 27001).



Jan 2018 – Sep 2019

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

- Owned the B2C and B2B careersite and platform-API products end to end, serving 3,000+ enterprise clients and 8M monthly users.
- Set strategy, roadmap and backlog priorities across four engineering teams (User Data & Experience, Big Data Analytics, Site Experience, Fulfilment), aligning them behind shared goals.
- Built and led a team of international Product Strategists, keeping the product focused on EMEA and APAC alongside the core US market and driving localisation efforts to meet unique market needs.
- Embedded continuous discovery and global user research in a dual-track agile model, keeping the roadmap grounded in real user needs rather than opinion. Used analytics and A/B testing to validate changes and prioritise the highest-value work.
- Delivered the platform and API integrations for M&As and external partners, and bridged engineering, commercial teams and partners, helping clients adopt and extend the product.



Feb 2014–Jan 2018

Senior Sales Executive @ 451 Research

- Account manager for 451's online research tools, tasked with selling new services and events



2013-2014

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

- Led and developed a team of 4 account managers, owning sales strategy and campaign creation.
- Built and managed relationships with blue-chip enterprise clients, including investment banks.



2009-2013

For Further Employment History, including roles at the following organisations, please visit my [LinkedIn profile](#):



[linkedin.com/in/apigriffiths/](https://www.linkedin.com/in/apigriffiths/)



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<supplementary-information /><interests-and-activities>

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|------------------|----------------|-------------------------|
| > Devoted Father | > Board Gaming | > DIY |
| > Retro gaming | > Lego | > Smart Home Automation |

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<additional-achievements>

- | | |
|---|--|
| > Post-Grad training at The Academy Drama School ('07/08) | > Bronze Duke of Edinburgh Award |
| > Board of Directors for UofNSU Services | > Young Enterprise Exam (Distinction) |
| > UofNSU Students' Union Prize | > ABRSM Grade 8 Singing, Grade 6 Trumpet & Grade 5 Piano |

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