Curriculum Vitae

Andrew Griffiths



A product leader with 12+ years across B2C and B2B, from an 8M-user consumer site to Salesforce's EMEA infrastructure to product and engineering teams at an AI scale-up.

My experience spans product strategy, customer discovery, delivery, commercial partnerships and leadership of product and engineering teams. My specialism is enterprise trust: treating security, privacy and compliance as product capabilities. AI-native operator: led AI tooling and adoption across engineering and build with the tools myself. Computer Science degree.

<personal-details>

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Address:	30 Freta Road, Bexleyheath, DA6 8NY	**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 *Dec 2025 – Present*

Multiverse is a UK AI and apprenticeship provider serving 18,000+ learners and hundreds of enterprise customers, on an IPO trajectory. Joined to lead the platform organisation (four teams), then designed and stood up a new function through two reorganisations: three product and engineering teams (customer adoption and commercial integrations, trust engineering, platform stability and operations). End-to-end accountability for strategy, delivery, reliability, compliance and commercials across product, engineering and partnerships.

- Led delivery of products that retired manual processes: an apprenticeship break-management service, reducing approval time from around three weeks to two hours in early rollout (pilot coaches rated it 4.89/5); a signing platform for the training-plan process behind ~£160M a year of apprenticeship funding; customer SSO from a hand-held beta to self-serve onboarding, unblocking seven-figure deals.
- Made enterprise trust a growth lever: compliance evidence base behind £25M of ISO 27001-gated revenue, led development of automated data erasure, EU AI Act and data-residency positions set with Legal and the senior leadership team; bid management's answer on ISO and SSO moved from "no" to "yes". Invited keynote, "Trust as the Product", Product Led Alliance, Dec 2026.
- Built a function from a blank page in six weeks: charter signed off in 14 days, three programme roadmaps, OKRs laddered to company objectives, a monthly all-hands and a decision log; the cycle was adopted as the Tech-wide OKR template and every priority shift now starts with a PRFAQ.
- Owned the commercials: negotiated the company's largest technology contract of the year, a $1M AI-vendor commitment carrying ~$3.7M of contracted value ($1M more credit than first offered), a funded six-month second-vendor trial and a zero-trust agreement rescued mid-flight; stood up procurement as a function.
- Led AI tooling and adoption across engineering (100% engineer AI-tool adoption): a 120+ engineer AI builders community and company-wide protected experimentation time; built the board's AI evidence base; used developer-experience data to run talent review and spend decisions; replaced the roadmap tool with a self-built AI-generated application.
- Kept the platform reliable through load testing, incident management, on-call and service ownership across 589 repositories; contributed to a successful ISO 27001 audit in April 2026. Led three product and engineering teams through two reorganisations, covering engineering management responsibilities, retaining the workforce and making four senior hires.

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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 Customers Love** [*Marty Cagan*]
Hooked [*Nir Eyal*] | **Salesforce Accelerate Leadership Programme**
Salesforce AI Agentblazer Legend | **Claude with the Anthropic API**

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Product leadership: strategy & OKRs (V2MOM, PRFAQs) | dual-track discovery | A/B testing | procurement & vendor negotiation | hiring & calibration
Analytics & research: Google Analytics | Tableau | Optimizely | DX / SPACE / DORA
Languages: RW: HTML | XML | CSS | PHP | SQL | Java | YAML
Platforms & delivery: Claude Code | Codex | Cursor | MCP servers | Linear | Jira | Asana | ProdPad | AWS | Datadog | Salesforce | Microsoft 365
Trust & compliance: ISO 27001 | SOC 2 | GDPR | DPIA | data residency | EU AI Act | risk registers | security questionnaires
R: Javascript (Node/React) | Python | TypeScript

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<previous-employment>

Director of Product Management: Customer Availability & Infrastructure @ Salesforce

Aug 2019 – Dec 2025

- EMEA Product Management Lead for Service Delivery, Availability and Infrastructure; blended inbound and outbound product management, embedding enterprise customer jobs-to-be-done in infrastructure strategy and partnering with customer CIOs and CISOs on go-to-market.
- GTM lead for the shift from first-party infrastructure to public cloud (Hyperforce on AWS), the programme that migrated 97% of Salesforce's global customers and lifted availability from 99.7% to 99.97%; built the multi-cloud strategy for the rest.
- Scrum-of-scrums leadership for large-scale initiatives applying ML, AI and LLMs to internal data discovery and visibility tooling; aligned strategy and execution to company goals through V2MOM.
- Salesforce Certified AI Specialist (Agentblazer Legend). Building on prior product roles to drive scalable, high-impact outcomes.

Head of Product (Enterprise) @ ProFinda

Jan 2018 – Sep 2019

ProFinda is a workforce optimisation and talent platform using AI and machine learning to match people to roles, projects and skills.

- Led product strategy and market fit for ProFinda's SaaS platform.
- Recruited, trained and managed the UX and product team.
- Introduced OKRs to align product priorities and delivery as the business scaled.
- Ran deep enterprise discovery to define product-market fit; managed client relationships through releases and objections; ensured enterprise-grade NFRs and security compliance (GDPR, ISO 27001).

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

Feb 2014 – Jan 2018

- Owned the B2C careersite and B2B platform-API products end to end: 8M monthly consumer users and 3,000+ enterprise clients; set strategy, roadmap and backlog across four engineering teams.
- Embedded continuous discovery and global user research in a dual-track agile model; used analytics and A/B testing to validate and prioritise the highest-value work.
- Built and led an international product strategy team (EMEA, APAC and the core US market); delivered platform and API integrations for M&As and external partners.

Senior Sales Executive @ 451 Research

2013 – 2014

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

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

2009 – 2013

- 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.

For Further Employment History, including roles at the following organisations, please visit my LinkedIn profile:

linkedin.com/in/apjgriffiths/

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

- > 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)
- > Board of Directors for UofNSU Services
- > 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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