Andy Griffiths



Senior Product Director | Enterprise, Platform and AI

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A product leader with 12+ years in product and over 20 years in enterprise technology, across start-ups, scale-ups and global enterprises, in both B2B and B2C. Highlights include an 8M-user consumer platform, product-market fit at an AI start-up, owning the EMEA availability product function at Salesforce, and growing product and engineering teams at an AI scale-up.

I combine product strategy and customer discovery with technical depth and commercial ownership. With a Computer Science degree, I lead product managers and engineers, continue to build with AI tools myself, and negotiated my company's largest technology contract of the year.

My specialism is enterprise trust, embedded throughout the product lifecycle: solving complex business problems while designing regulation, security and privacy into products from discovery through to delivery. I also treat trust as a product in its own right, giving organisations the confidence to commit and users the confidence to rely on what we build.

<current-role>

Senior Product Director: Enterprise Trust & Reliability @ Multiverse

Dec 2025 – Present

UK apprenticeship provider serving 18,000+ learners and hundreds of enterprise customers. Joined to lead the four-team platform organisation, subsequently reshaping it into three product and engineering teams owning the full technology stack (customer adoption and commercial integrations, trust engineering, and platform stability and operations).
Hands-on leadership across strategy, discovery, delivery, reliability, compliance and commercial performance.

- Shipped products that replaced manual processes: cut apprenticeship break approvals from around three weeks to two hours in early rollout (pilot coaches rated it 4.89/5); delivered a signing platform for the training-plan process supporting approximately £160M in annual apprenticeship funding; and moved customer single sign-on (SSO) from a hand-held beta to self-service onboarding, unblocking seven-figure deals.
- Made enterprise trust a growth lever: delivered compliance evidence supporting £25M of ISO 27001-gated revenue; automated data erasure; and agreed positions on the EU AI Act, data residency and the use of AI evaluations (evals) with Legal and the senior leadership team. Invited keynote speaker on *Trust as the Product* at Product Led Alliance's Product Led Summit, December 2026.
- Owned commercial negotiations and technology procurement: negotiated the company's largest technology contract of the year, a $1M AI vendor commitment carrying approximately $3.7M in contracted value, securing $1M more credit than initially offered. Also secured a funded six-month second-vendor trial, stopped an overlapping vendor contract shortly before signature, and established vendor management and technology procurement as a function.
- Maintained platform reliability across 589 repositories: strengthened load testing, incident management, on-call and service ownership, and contributed to a successful ISO 27001 audit in April 2026.
- Led AI tooling and adoption across engineering: achieved 100% engineer adoption of AI tools, established a community of 120+ engineer AI builders, introduced company-wide protected experimentation time, and built a roadmap tool using AI to replace the incumbent.
- Owned the redesign of the platform organisation: defined the charter, team structure and operating model, and built the function from a blank page in 14 days. Set objectives and key results (OKRs) that became the Tech-wide template, retained the team through the transition and made four senior hires.

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<previous-employment>

Director of Product Management @ Salesforce

Aug 2019 – Dec 2025

Responsible for Salesforce's global infrastructure, availability and service-delivery portfolio, including new-region launches and migrations. Combined hands-on product management with leadership of the EMEA Product Management function, operating at the intersection of resilience, security, compliance and customer trust.

- Go-to-market lead for Hyperforce, Salesforce's move from first-party infrastructure to public cloud, including operating-model transformation and architecture redesign. Migrated 97% of customers and built the multi-cloud strategy for the remainder; new regions supported $1bn+ of additional revenue in the first two years.
- Aligned engineering, go-to-market teams and enterprise CIOs and CISOs on availability priorities. Availability increased from 99.7% to 99.97%, reducing customer-impacting incidents and contributing to improved retention.
- Led product delivery across complex engineering initiatives spanning dozens of teams, including Hyperforce Migration, Change Data Visibility Engine, Hyperforce GCP substrate and Release Management; establishing cross-team planning cadences and applying ML, AI and LLMs to internal data discovery and visibility tooling.

- Applied customer jobs-to-be-done thinking directly to infrastructure strategy through engagement with enterprise customers, translating platform investments into differentiated customer outcomes and turning infrastructure transformation into a sales lever.
- Translated infrastructure strategy into measurable business outcomes across cost optimisation, resilience, regulatory requirements, security posture and customer trust.
- Authored technical strategy for senior engineering leadership, influenced engineering roadmaps, and aligned execution with company objectives across product, engineering and go-to-market functions.

Head of Product (Enterprise) @ ProFinda

Jan 2018 – Sep 2019

ProFinda is a workforce optimisation and talent management platform which uses AI and Machine Learning to match people to roles and projects using skills.

- Led product strategy and enterprise discovery, identifying resource management as the stronger product-market fit for ProFinda's software-as-a-service platform.
- Recruited, trained and managed the User Experience (UX) and Product team, redesigning workflows around that opportunity.
- Introduced objectives and key results to align product priorities and delivery as the business scaled.
- Managed enterprise client relationships through releases and objections, while ensuring enterprise-grade non-functional requirements and security compliance, including the General Data Protection Regulation and ISO 27001.

Product Manager @ CareerBuilder

Feb 2014 – Jan 2018

Joined as part of CareerBuilder's product transformation led by Marty Cagan (Silicon Valley Product Group) and trained by him in empowered product teams and continuous discovery. Led international product strategy, Talent Network, ATS, Integrations and Big Data Products.

- Owned the B2C career-site (8M monthly users) and the business-to-business platform API (3,000+ enterprise clients) end to end: strategy, roadmaps and backlogs across four engineering teams: User Data and Experience | Big Data Analytics Suite | Site Experience | Fulfilment Tools
- Embedded continuous discovery and global user research in a dual-track agile model; used analytics and split testing to validate and prioritise high-value work.
- Built and led a team of international Product Strategists to ensure continued international focus across EMEA and APAC.
- Delivered platform and application programming interface integrations for mergers and acquisitions and external partners.

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Earlier: Enterprise Sales & Account Management at Dow Jones, 451 Research, Totaljobs, GAAPweb (2007-2014), Executive Officer for University of Nottingham Students' Union (2005) and Frontend Developer at IBM (2001). ***Full History:*** *linkedin.com/in/apjgriffiths/*

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< certifications-and-training >

Certifications: Salesforce Certified AI Specialist (Agentblazer Legend) | Claude with the Anthropic API UX Certified (Nielsen Norman Group) | CSPO (Scrum Alliance)

Training: Inspired Workshops (Marty Cagan) | Salesforce Accelerate Leadership Programme Hooked Workshop (Nir Eyal) | Lean UX (Jeff Gothelf)



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< technical-skills > <!non-exhaustive>

Product leadership: OKRs (V2MOM, PRFAQs) | Dual-track Agile | A/B testing | Procurement & Vendor Management | Hiring
Platforms & dev: Claude | Codex | OpenAI | MCP | Linear | Jira | AWS | Datadog | Salesforce | M365 | Google
Analytics: Tableau | Google Analytics | DX & DORA Frameworks | Optimizely
Trust & Compliance: ISO 27001 | SOC 2 | GDPR | DPIA | Data Residency | EU AI Act | Security questionnaires
Languages: RW: SQL | Java | PHP | XML | HTML/CSS | YAML R: TypeScript | Python | JavaScript

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<education>

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

University of Nottingham
Nottingham, NG7 2RD



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< interests-and-activities >

Smart Home Automation	Board Gaming	3D Printing	Devoted Father
Retro Gaming	Acting, Theatre & Film	Lego	DIY

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