

## DAVID GRIFFITHS



David Griffiths' career has been in management roles delivering change activities for marketing, branding, design and education projects. He has worked in both the public and private sectors and has extensive international experience in Europe, India, Argentina, South Africa, Nigeria, Kenya, New Zealand and the Middle East.

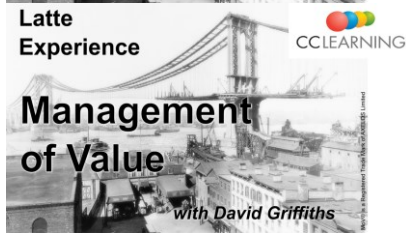
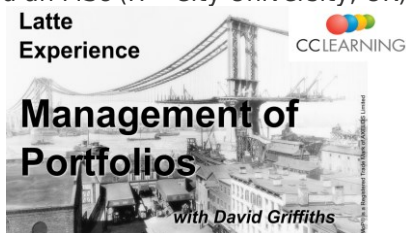
His background in branding informs his judgement about how to create value by engaging with different stakeholders and identifying what is required before the detail of solution development begins. Understanding the perceptions of value is critical to focusing change initiatives on the issues of greatest potential and productivity.

His corporate career includes operations positions with Securior/now G4S and with Royal Mail in the role of Identity Manager leading the brand identity program. This included multiple concurrent projects within The British Post Office working with the divisions and business units.

Since 2003 his focus has been on training and teaching. Client delivery includes open courses and in-company programmes, including New Zealand Defence Forces, Auckland Council, HSBC, UK Govt Civil Service, Kuehn+Nagel UK, Axa UK, BAT, Sainsburys, Lloyds Banking Group, Siemens, Royal Bank of Scotland, the United Nations and Serco. His visiting faculty experience includes universities in the UK, India and The Netherlands

David has in-depth knowledge of the Portfolio, Programme and Project Management disciplines, as well allied areas such as Risk and Change Management, and Business Case development. As well as Axelos trainer credentials he is a Member of the Association for Project Management (UK), the Chartered Management Institute (UK), a Fellow of the Chartered Society of Designers (UK) and a Chartered Marketer. He holds an MBA (Manchester) and an MSc (IT - City University, UK)

### Online resources



About David Griffiths - <http://youtu.be/ZdTS20t7sno>

Management of Value <http://youtu.be/GCVIb9anho4>

Management of Portfolios <http://youtu.be/cr-BZARIZkc>

Managing Benefits - <http://youtu.be/7jtVyScs17s>



## TESTIMONIALS ABOUT DAVID'S TRAINING

*David's approach and style was very good and he used and encouraged links to real world experience rather than just theory. **IT Investment Analyst***

*The presenter was very knowledgeable. Interaction within the class was great. **Susan Edwards, Performance Manager, PMO, Capability Branch, New Zealand Defence Force***

## SKILLS AND EXPERIENCE

### Project roles

**1 year** Project Manager, Design Management Team establishment Project / Migration from Identity Programme Team, 1994

**6 months** Project Manager, Postal Branding Consultancy Projects (Argentina and Canada), 1995, 1998-9

**6 months** Project Manager, e-commerce project, Budget: £300k, 1998

**5 years** Project Assurance Lead Assurer (60+ branding and design projects)  
budgets: £20k-£2m, 1992-1997

**1 year** Project Manager, Corporate Overheads Reduction Programme, 1996-97

**2 years** Project Manager Training Programme, Top 3 UK Retail organisation, 2004-5

**8 years** Project Manager, UK Post Office/Royal Mail, various branding and design related projects, Budgets: £10k-£400k, 1994-2003

**1 year** Project Executive (15+ projects), Budgets: £50k-£4m, 1993-94

**4 years** Team Manager, Masters Modules development and delivery in various countries and universities, 2002-2010

### Program roles

**18 months** Identity Manager/Programme Manager, Royal Mail Identity Implementation Programme

**1 year** Programme Assurance, RM Consulting-POCL Consulting Merger Programme, The British Post Office Corporation



**Training delivered** 2007-2014

PRINCE2, 60+ courses, 600+ participants, New Zealand, UK, United Nations (Lebanon), Romania, South Africa, Ireland, Kenya, Germany

UK Association for Project Management Professional: APMP + Introductory Certificate. 20+ courses, 200+ participants including UK military personnel

Management of Portfolio courses, 10+ courses, 100+ participants, New Zealand, UK, Bulgaria, Denmark

Managing Benefits, 3 courses, 20+ delegates, New Zealand.

Management of Risk, 10+ courses, 100+ participants. UK, Romania, Saudi Arabia.

Portfolio, Programme and Project Office, 10+ courses, 100+ participants, UK, Saudi Arabia.

Change Management, 10+ courses, 100+ participants, UK, Nigeria.

Agile Project Management, 8 courses, 70+ delegates, UK.

MoV/Management of Value Foundation & Practitioner courses, 6 courses, 40+ delegates, UK.

## SELECTED ENGAGEMENTS

### **Senior Consultant & Project Manager for Royal Mail/The British Post Office**

Assignments included Stamps & Collectibles Web Shop, project leader of a fast track (6 wks planning/3 wks building) web shop project. The key to delivery was to build the front end onto an existing mail order operation. The shop went live for the key Christmas selling period and met the revenue targets for the team.

ETA/Postright.com. Project Leader of a £300k web site research & development project to build a cross-RM product selector tool to enable customers to choose the right postal/parcel service.

### **Masterbrand & Identity Manager / Design Management Team Leader for Royal Mail/The British Post Office**

Initially appointed as the Identity Programme Manager with responsibility for the successful implementation of the new brand identity. After the successful programme implementation I refocused my role and led the development of the Identity Team as a corporate design management team (20+ staff) winning national awards.



### **Project and Program Manager, Royal Mail**

- Created and led the programme for the adoption of digital shared workspace technology for 20,000 staff using Lotus Notes
- Program managed the delivery of the new brand identity programme, partnering with business unit managers, external partners and suppliers.
- Created RFIs, selected, appointed and managed external vendors and consultants (UK and America); ensured compliance with UK and European law for public sector procurement.
- Seconded project team member for the Shell Oil Company brand audit of Shell Dansk.
- For Royal Mail pioneered the move from paper based and email PMO process to shared workspace technologies, leading to its adoption as a company standard.

### **Project Manager, Hemsley Fraser for Sainsburys (grocery retailer)**

Established and delivered a development programme to improve cross-Group project management as part of the corporate turnaround programme.

### **Establisher of Project Management office, Serco**

Worked with technical specialists of Serco's Nuclear division to create an enhanced PMO and project management delivery capability for government clients.

### **Set up Program Management Office, RM Consulting**

Set up and led the PMO for the merger programme of RM Consulting and POCL Consulting, this highly confidential and sensitive programme involved a staff reduction of 900 long serving professionals. Service continuity was maintained and remaining staff were energised to focus on the new organisation's future. Provided back office support to the CEO of the merged unit, Post Office Consulting, during the transition.

### **Business Case developer, Post Europ SA**

Led analysis and development of the business case for Post Europ SA for the launch of a next day postal courier service involving eight European postal organisations. The UK provided the PMO for the project using my team.

### **Business case designer, Securicor Security Services**

Drove development of the business case for the redesign and simplification of the sales order process for Securicor Security Services.

### **Consultant for Romgas (Romanian National Gas Co.)**

Worked with senior management team to adopt PRINCE2 as best management practice for project management.



### **Consultant for Correo Argentino (Argentinean Post Office)**

Developed brand management processes as part of the post-privatisation repositioning, leading to American Express voting them #1 service brand in Argentina. I coached Correo Argentino staff to develop new skills in brand management.

### **QUALIFICATIONS**

- MBA, Manchester Business School
- MSc, Business Systems Analysis and Design, City University, United Kingdom
- Marketing Diploma, Chartered Institute of Marketing
- BSc (Hons), Business Studies, Aston University

### **MEMBERSHIPS**

- MCMI, Chartered Management Institute
- MCIM, Chartered Institute of Marketing
- MAPM, Association for Project Management
- Chartered Marketer, Chartered Institute of Marketing
- MIBC, Institute of Business Consultants
- PMI, Member
- FRSA, Royal Society for the Arts
- FCSD, Chartered Society of Designers

### **ACCREDITATIONS**

UK Best Management Practice (Practitioner and Trainer):

- Portfolio, Programme & Project Offices (P3O)
- PRINCE2 (Project Mgt) including PRINCE2 Agile
- Agile Project Management
- Management of Risk (M\_o\_R)
- Management of Portfolios (MoP)
- Management of Value (MoV)
- Programme & Project Sponsorship (PPS)
- Change Management
- Better Business Cases
- Business Transformation (CHAMPS2)
- Managing Successful Programmes (MSP)
- UK Association for Project Management: APMP and APM Introductory Certificate
- APMG Managing Benefits



## CERTIFICATES

PEOPLECERT

# PRINCE2® APPROVED TRAINER

This is to confirm that

**David Griffiths**

is an Approved Trainer for the following programs

PRINCE2® Foundation  
PRINCE2® Practitioner


24/01/2014

Valid from

  
Patricia Threlkirk  
PEOPLECERT Group Certification Qualifier

212088

PEOPLECERT Registry ID

  
Cornelia Brooks-Kewenig  
PEOPLECERT Group General Manager

[www.peoplecert.org](http://www.peoplecert.org)

PRINCE2®, MoP®, MoP® Practitioner and P2P® are registered trademarks of AXCEL Limited. The StarLogo™ is a trademark of AXCEL Limited.

PEOPLECERT

# MoP® APPROVED TRAINER

This is to confirm that

**David Griffiths**

is an Approved Trainer for the following programs

MoP® Foundation  
MoP® Practitioner

24/01/2014

Valid from

  
Patricia Threlkirk  
PEOPLECERT Group Certification Qualifier

212088

PEOPLECERT Registry ID

  
Cornelia Brooks-Kewenig  
PEOPLECERT Group General Manager

[www.peoplecert.org](http://www.peoplecert.org)

PRINCE2®, MoP®, MoP® Practitioner and P2P® are registered trademarks of AXCEL Limited. The StarLogo™ is a trademark of AXCEL Limited.