

PERCY GRIFFITHS

PERSONAL DETAILS

- (+44) 07749 861192 | percyg@hotmail.com | www.linkedin.com/in/percy-griffiths
- Available to commute on a daily basis and/or work remotely in permanent or temporary roles.

PROFILE OVERVIEW

- BSc Industrial Engineer with a PG Diploma in Project Management and a MSc in Innovation and Technology management.
- Twenty years of work experience throughout the following industries: FMCG, logistics, manufacturing, hospitality and ecotourism.
- Expertise in the management of end-to-end innovation processes including activities such as research, development, testing, and commercialisation of new services and products (food, personal care, home care). Additional experience in commercial, financial, project management and business analysis roles.
- Fluent Spanish and English speaker.

ALICORP

INNOVATION HEAD FOR EXPERIMENTATION AND BUSINESS DESIGN - JAN 2020 TO AUG 2024

This leading role in the innovation team of the biggest FMCG company in Peru (USD 3 500 million revenue) involved managing the strategy, budget, and agenda of a three people team in the following main activities:

- Planning and execution of end-to-end innovation projects using design thinking principles: market research for crafting user insights, development and validation of concepts and prototypes, design and implementation of go-to-market strategies, launching and managing the early stages of commercialisation of the innovations.
- Modeling and validation of the financial viability of the solutions in their different stages (concepts, prototypes, MVPs, and large scale): market overview and sizing (TAM, SAM, SOM), definition of Where to Play and How to Win strategies, definition and analysis of pricing, costs and potential profitability, capex and opex investment assessments, business case design with financial evaluation (ROIC, IRR, NPV, WACC).
- Product-Market fit validation of MVPs within real contexts before scaling to reduce investment risks: accountable for managing the portfolio of MVPs validation and the experimentation KPIs dashboard, definition and prioritisation of hypothesis, design and implementation of experiments, analysis of clients and shoppers data, identification and evaluation of early adopters, crafting of learnings and recommendations for investment decisions (go to scale, pivot/retest, abandon).
- Permanent development of shoppers research and MVPs production capabilities: scouting and testing of technologies and methodologies to optimise shopper data collection and processing, scouting and assessment of suppliers for the production of MVPs, design and implementation of a legal and quality framework for shopper data processing and MVP production compliance.

BRITA

SENIOR BUSINESS ANALYST - NOV 2017 TO JUL 2019

The main objective of this role was to help the UK and HQ management board to have a deep and clear understanding of the business performance.

- Responsible for the elaboration and report of the business P&L budget, forecast and actuals.
- Support in the design and modeling of business plans and forecasts for different areas.
- Design and control of the business Strategic Dashboard for monitoring key objectives performance.
- Permanent improvement and quality control of business data processes.

INTERIM PROCESS IMPROVEMENT MANAGER - JUN 2016 TO FEB 2017

The focus of this role was to find, design, and implement improvement opportunities in sales, finance, and supply processes.

- Day-to-day management of a \$700K portfolio of Continuous Improvement projects: scouting, framework, challenge, planning, implementation, and evaluation of improvement initiatives.
- Design of a new continuous improvement framework for the business.

SAP MATERIAL MASTER DATA MANAGER - SEP 2015 TO JAN 2016

This temporary role was part of a project to improve the data processes for the management of local materials and products.

- Analysis, design, management and training of internal SAP Material Master Data Tools & Processes for the finance, supply, and sales areas.

STRATEGIC INNOVATION

INNOVATION CONSULTANT - JUN 2015 TO DEC 2015 AND MAR 2017 TO OCT 2017

The main activities of this position was to help private and public sector clients boost their innovation projects with fresh and bold inputs.

- Technology scouting, patent research and academic research as inputs for innovation projects.
- Lead and support in ideation workshops within innovation projects of multinational companies using TRIZ methodology (tech push innovation).
- Elaboration and analysis of companies' innovation profiles and capabilities.
- Creation of business model canvas for different innovation projects.

RECENT WORK EXPERIENCE

PREVIOUS
WORK
EXPERIENCE

CEVA LOGISTICS

BUSINESS DEVELOPMENT ANALYST - APR 2013 TO AUG 2013

- Development of logistics solutions (warehousing & distribution) for national and international companies.
- Negotiation and supervision of contracts with customers and suppliers for more than \$ 7 million.
- Design of business KPI's and control of P&L's.

CASA ANDINA HOTELS

SALES SUPERVISOR - APR 2012 TO MAR 2013

- Supervision of a B2B sales team and management of an annual \$ 10 million portfolio.
- Negotiation of prices and conditions with travel agencies.
- Design and control of sales budgets, forecasts, promotions and other sales tactics.

PROJECT MANAGER - MAY 2010 TO MAR 2012

- Planning, execution and control of a \$ 5 million budget for the implementation of 3 new hotels and a conference & events centre.
- Evaluation of business cases and negotiations with potential investors and suppliers.
- Design of hotel standards.

BUSINESS INTELLIGENCE ANALYST - APR 2009 TO APR 2010

- Responsible for the design, management and communication of new commercial KPIs which increased sales by 10%. Experience with SAP Bex Analyzer.
- Employee of the year 2009.

HIGHER
EDUCATION

UNIVERSITY OF BATH

MSC INNOVATION & TECHNOLOGY MANAGEMENT - SEP 2013 TO SEP 2014

Deep understanding of the dynamics of the stages of the innovation process: research, development, and commercialisation. Final programme grade: 70.2% (Distinction). Final dissertation grade: 73% (Distinction).

Dissertation: Design of Indicators for Measuring Product Performance in the Circular Economy [Springer Link](#)

UNIVERSIDAD DE PIURA

PG DIPLOMA IN PROJECT MANAGEMENT - FEB 2011 TO SEP 2011

This eight-month program was focused on the acquirement of the best practices in project management based on the Body of Knowledge of the Project Management Institute (PMI). Final local grade 17.10 - GPA equivalent 85.5% - Merit. Rank 12 of 35

UNIVERSIDAD PERUANA DE CIENCIAS APLICADAS

BENG INDUSTRIAL ENGINEERING - MAR 1999 TO JUL 2004

Strong focus in the design, management and quality assurance of business and industry processes. Final local grade 15.16 - GPA equivalent 75.8% - Merit Rank 45 of 304

CONTINUING
EDUCATION

UNIVERSIDAD DEL PACIFICO

- CUSTOMER ENGAGEMENT IN THE DIGITAL ERA - DEC 2020

- STRATEGIC THINKING IN COMPLEX ENVIRONMENTS - OCT 2020

IDEO U

- INSIGHTS FOR INNOVATION - JUN 2020

- FROM IDEAS TO ACTION - AUG 2020

UNIVERSITY OF OXFORD

- FROM POVERTY TO PROSPERITY: UNDERSTANDING ECONOMIC DEVELOPMENT - OCT 2017

LANGUAGES

SPANISH Native speaker

ENGLISH Fluent speaker

PORTFOLIO

If you are interested in having a deeper view of the projects I have worked please open the following link: [Percy Griffiths Portfolio](#)

REFERENCES

Ms. Ursula Ponce

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