

CHAIR PROFILE – PETER GRIFFITH

“The mind that has the problem usually has the solution – it’s just waiting for the right question.”



Peter Griffith is a Partner with rogenSi, the cultural change and sales transformation division of TeleTech, a U.S. listed customer experience-company with more than 40,000 employees around the world.

After receiving an honors degree in politics and history, Peter began his professional career with Fairfax, working in several advertising sales and account management roles. In the early days of the dotcom era, he was appointed to the role of Sales and Marketing Manager for Fairfax Digital, where he developed and managed products, go-to-market strategies and teams across a broad portfolio that included Domain, MyCareer and Drive.

In 2000 he moved into management consulting in the role of International Business Manager for the European sales performance consulting firm Mercuri International, which merged with rogenSi in Australia in 2002. Since joining rogenSi, he has risen through the ranks to become one of the youngest global partners in the history of the firm. In 2014 Peter and his fellow partners designed and executed a strategy for the sale of the business to TeleTech, and he is now part of the global executive team of TeleTech Consulting.

Over the past 15 years, Peter has acquired and grown many of the strategic accounts that have helped define the firm’s success, including Caltex, AMP, CBA, Lendlease, Telstra, and Blackmores. While building these accounts and many more, he has coached senior executives locally and internationally in the areas of leading change, sales transformation, and winning multi-million dollar bids & tenders.

As the practice leader for sales transformation in Asia Pacific, he now spends much of his time conducting research into the cultures, capabilities, and leadership attributes that create competitive advantage and a phenomenal customer experience. In addition to his work with corporations, he is involved with a number of not-for-profit organizations, including the Starlight Children’s Foundation and Opportunity International, where he serves on the Advisory Board and as an Ambassador.

Peter’s area of expertise lies in methodologies around:

- Business and leadership development
- Strength based leadership
- Sales Transformation
- Customer Experience Strategy
- Shaping culture through exceptional leadership
- Facilitation
- Change Management

Why 2020 Exchange

Peter is one of Australia’s most trusted, transformative practitioners in the areas of leading change, business transformation, and winning new business. Having worked with dozens of iconic organizations during his career, Peter brings a breadth and depth of insights across a number of industries, including banking & insurance, professional services, infrastructure & property, engineering, pharmaceutical and medical, manufacturing, and retail. His focused and empathetic style as a facilitator and coach enables the power of the question to bring insight and engagement to the conversation, which align him with 2020 Exchange.



Positions Held

2009 - Present Partner - rogenSi / TeleTech Consulting
2013 - Present Ambassador & Advisory Board Member - Opportunity International
2009 - 2014 Non-Executive Director - rogenSi Australia,
2002 - 2009 Principal and Senior Consultant - rogenSi
2000 - 2002 International Business Manager & Consultant - Mercuri International
1997 - 2000 Online Sales & Marketing Manager - Fairfax
1995 - 1997 Contact Centre Manager - The Age Newspaper
1994 - 1995 Account Executive - The Age Newspaper

Qualifications

Bachelor of Arts - Politics & History (Honours) – Melbourne University & Gustavus Adolphus
Australian Company Directors Course - AICD
Accredited Practitioner – Myers Briggs Type Indicator (Australian Psychologists Press)
Accredited Practitioner – Lifestyles Inventory (Human Synergistics)
Accredited Practitioner – Extraordinary Leader (Zenger Folkman)