

C. Perry Griffith III

President, Denison Parking Inc.

Since Perry Griffith took over as Denison Parking Inc.'s president in February 2020—less than two months before the pandemic—he has not only led the company through the most challenging years in its history but has continued its growth trajectory. Denison now manages more than 150 locations across 12 states—a 40% increase since he joined the business in 2017. He credits following the company credo, “being experienced, innovative and personal,” as the reason for the growth.

Getting here: Griffith started as a financial analyst, then originations manager, in the commercial and investment banking division of KeyBank. After earning his MBA, he took a job in the Chicago office of a boutique strategy-execution firm based out of Stockholm, Sweden, where one of his duties was managing the relationship between the firm and Microsoft. A year after Griffith and his family moved back to Indianapolis, Denison—which his great-grandparents started—recruited him to join as vice president of strategy and business development.

First job: He worked in the maintenance services division of Denison, painting curbs, sweeping and cleaning garages, and clearing the garbage out of parking lots after Colts games. “I learned that it takes a lot of effort to make parking a seamless experience for our customers.”

Proud moment: “I have been proud to help an almost-90-year-old business navigate the single most challenging two years in its history. There is not a business case, playbook or any form of guidance you can have to prepare for a once-in-a-lifetime pandemic. I am proud to say we navigated the tumult without compromising the core of who we are or our values.”

Influential person: His wife, Carrie. “She is my best friend, my confidant, and the person who drives me to be a better version of myself every day.”

Givebacks: board member, Goodwill Foundation for Central and Southern Indiana, the Indy Chamber and Hotel Tango Distillery; trustee, The Children's Museum of Indianapolis

Downtime: being with people, experiencing new things or ideas, traveling



AGE: 39

HOMETOWN: Indianapolis

FAMILY: wife, Carrie; children, Leslie, 7; Evelyn, 5; Charlie, 2

EDUCATION: bachelor's in business administration, Leeds School of Business at the University of Colorado-Boulder; MBA, Indiana University Kelley School of Business

YEARS WITH ORGANIZATION: 4