Tracy Steel

AI Acceleration · Enterprise AI Operations · RevTech

Milton Keynes, UK · tracysteel@me.com · tracylsteel.com · github.com/TracySteel

Profile

I make AI work inside real businesses. I have more than 30 years in enterprise technology and marketing operations, including 8+ years as a certified HubSpot specialist with Salesforce, Pardot and Marketo. I now work in AI Acceleration at Pretzl, designing agents, shared memory layers and the guardrails that let people trust them.

I build as well as advise. My own multi-agent setup includes MCP servers, a knowledge graph, local model fine-tuning and live web apps. That is where I test ideas before I take them to work. I care most about adoption: AI that non-technical people actually use, with plain-language docs, human approval where it matters, and data that stays where it belongs.

AI work

Enterprise memory layer (agency "shared brain")

Architected a shared memory layer that connects SharePoint, Teamwork, Salesforce, Slack and Outlook into a vector store, so agents can answer from the company's own knowledge. Designed tenant isolation, a role-based permissions model and an ingestion gate with sheet-level sensitivity. During testing I found a prompt-injection risk (saved agent instructions in source data) and designed the gate to handle it. The pipeline is proven (idempotent, tenant-isolated) and in pilot with internal users.

The Dreamer: a consolidation agent

Designed a third agent alongside ingestion and retrieval. It runs a scheduled "dreaming" pass that surfaces contradictions, expiring evidence and stale summaries, then proposes fixes for a human to approve. I built and ran it on my own memory system first, then took the pattern to work.

Email Attention Agent

Designed and built a company-wide email triage agent with per-user memory, onboarding questions, structured output and Slack delivery. Reviewed by the Head of AI for wider rollout.

Clarivu: adaptive landing pages with a human-approval wall

Built a working prototype of a landing page that assembles itself from the visitor's declared role and pain points. Its principle is "the AI writes backstage, never on stage": Claude drafts copy in a Studio, a human approves it, and only approved blocks reach visitors. A tag-and-score resolver with guaranteed fallbacks replaced a 25-variant matrix, and layouts rotate on conversion (epsilon-greedy).

Unified context layer proposal

Wrote the enterprise architecture proposal for cross-platform agent access (SharePoint, Snowflake, Slack, Salesforce), using MCP as the standard connector layer with built-in governance and audit logging. It was adopted for company-wide exploration.

Process Acceleration Architect

Built a reusable Claude skill that takes a business process and designs its AI version. It maps the human workflow, decides between skill, plugin or MCP server, and designs input validation, micro-task steps, error handling, adoption UX, compliance and token efficiency. It then builds the result once the plan is approved.

Reporting automation

Turned a monthly reporting process that took a full day into a single voice command using agent integration.

AI enablement

I am one of the heaviest AI users in a 350-person agency. I mentor colleagues in AI-assisted workflows, and I taught a non-technical colleague to build her first app (conversation → markdown brief → code).

Independent AI projects

- **Multi-agent ecosystem:** specialised agents (conversation, code, research, creative) coordinated through shared memory and a fleet of self-hosted MCP servers. The servers cover a knowledge graph, memory, wardrobe data, music and home automation.
- **Knowledge graph:** 400+ entity graph with vector search, community detection and semantic retrieval over MCP.
- **Local model training:** a knowledge-distillation pipeline that uses larger models as teachers to fine-tune local models (synthetic data, QLoRA). I reached these industry-standard techniques by experimenting, before I knew their names.
- **Shimmer Strip (open source):** an AI wardrobe app with weather-aware outfit suggestions and colour-harmony scoring. It earned Reddit Gold and 247+ GitHub clones in its first week.
- **Tummy Got Cheese (tummygotcheese.com):** a live public web app on Cloudflare Workers and Durable Objects. It has its own MCP connector so AI assistants can visit and care for the creatures, plus a companion YouTube channel.
- **Multi-agent simulations:** long-running experiments with communities of AI agents, memory consolidation and agent-to-agent collaboration.

Experience

Pretzl (formerly Agent3), 2021 to present

- *AI Acceleration*, 2026 to present: building and piloting enterprise AI (memory layer, agents, enablement) as the agency restructures around agents.
- *RevTech Consultant / Operations Lead*, 2022 to 2026: led strategy and delivery for 5 major client accounts (3 SaaS), including fee tracking, scopes of work and renewals. Ran MAP and martech-stack audits with a reporting-first method and delivered Marketo to HubSpot migrations.
- *Marketing Automation Operations Manager*, 2021 to 2022: ran HubSpot and Pardot retainers, covering audits, data clean-up, compliance, lead management, nurture programmes and new portal set-ups.

Developer & Marketing Automation Specialist Manager, Creation Agency, 2020 to 2021

Managed and mentored a team of developers and MA specialists. Introduced sprint management and a QA system and built a training programme. Provided senior support across HubSpot, Eloqua, Act-On, Pardot, Salesforce and Marketo.

Digital Marketing Manager, Carewatch, 2011 to 2020

- Improved contact-centre efficiency by 80% by migrating Freshdesk to HubSpot Service Hub with an integrated text service, in 4 days with zero disruption.
- Grew organic traffic from 20–30% to over 65% of all traffic.
- Ran a Facebook recruitment campaign that reached 2 million people and brought in 700+ applications, plus SMS-automated lead capture.

Marketing Manager, Speechmark Publishing, 2006 to 2011

Launched Amazon Advantage, which made £160K+ in its first year. Ran Google Ads that brought in 350+ qualified leads a month.

Intranet Manager, EC Harris LLP, 1999 to 2006

Delivered 28 intranet sites from concept to launch. Redesigned the information architecture and UX, and taught HTML to web editors.

Skills

- **AI:** agent design, multi-agent orchestration, MCP servers, RAG & vector search (Qdrant), knowledge graphs, memory architecture, prompt & instruction design, QLoRA fine-tuning, distillation, Claude & OpenAI APIs, Claude Code, Codex
- **Marketing technology:** HubSpot (8+ years, certified), Salesforce, Account Engagement (Pardot), Marketo, Eloqua, Act-On
- **Build:** HTML/CSS, JavaScript, Node.js, React (basic), Python (basic), Cloudflare Workers, Git/GitHub
- **Operations:** RevOps strategy, lead lifecycle, data operations, reporting, audits, sprint & QA systems, team leadership, training

HubSpot certifications

Salesforce Integration · Architecture 1: Data Models & API · CRM Migration · HubSpot Implementation · Solutions Architecture Foundations · Inbound Marketing · Sales Enablement · HubSpot Solutions Partner