

Myles Mellor

AI-First Commercial & Operations Leader · Vice President at Kroll · Derbyshire, UK

25 years of commercial, digital and operational leadership across financial services, hospitality, consultancy and professional services, now paired with a hands-on, demonstrable AI practice. Not "interested in AI": running an AI-first operating system daily, with the working systems public on this site.

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Career at a glance

A continuous 25-year arc with no employment gaps:

- **1999–2010:** financial-services marketing at Santander/Abbey, then HSBC
- **2010–2014:** General Manager of a resort in Thailand
- **2014–2018:** self-employed consultancy and founder ventures
- **2018–2024:** Head of Digital & Marketing and Business Improvement, Peak Venues Group
- **2024–present:** Vice President at Kroll, Real Estate Advisory. Day to day: BD enablement and commercial operations across ~20 EMEA & MENA offices, spanning the event-ROI methodology, the CRM/BD operating model, the central credentials/RFP database, and major-institution bids.

The through-line: taking under-structured commercial operations and building the systems, measurement and process that make them perform. Now done AI-first.

Tools & technology (hands-on): Salesforce, HubSpot · Beyond Pricing, PriceLabs, SuperControl, Booking.com/Airbnb channel management · Google Ads, Analytics, Search Console, SEMrush, Mailchimp · Claude, Copilot, Glean · Git, Next.js, Vercel, Supabase.

The AI practice (independent, demonstrable)

Built and runs a governed AI-first personal operating system: 39 custom skills, a multi-corpus retrieval layer, a mobile capture service, session governance with drift and escalation rules, and a public capability site (this one) publishing sanitised write-ups of the systems themselves. Everything runs on non-sensitive or synthetic data only, with privacy boundaries enforced in code. Shipped systems include:

- A live national directory (woodfiredsaunas.co.uk)
- A production household finance platform with an AI advisor
- A credentials library with LLM structured extraction
- A BD meeting-prep tool with a claim verification layer
- An honest job-fit scoring pipeline whose refusal path has been adversarially tested
- The AI assistant on this page, grounded on the public record and citing its sources

Experience

Kroll — Vice President, Real Estate Advisory Group (2024–present)

The commercial and operational layer of the EMEA business (~£16m within a ~£60m group):

- Designed a data-led event-ROI methodology, now standard across all global events. MIPIM alone generated ~£2.6m of pipeline with ~£1.8m measurable return in 3 months, targeting 7:1 ROI and achieving up to ~10:1
- Built a consistent CRM/BD operating model across ~20 offices in EMEA & MENA (~60–70 fee-earners), now scaling to APAC and adopted by other service lines
- Built a Europe-wide central credentials and RFP database: one coordinated resource replacing scattered per-office collections

- Owns RFPs and bid business plans for major financial institutions, including the European Central Bank, with contracts up to ~£1m over ~2 years
- An influence and matrix role with no direct reports; adoption won through evidence, chairing a bi-weekly BD leadership meeting with all regional heads

Peak Venues Group — Head of Digital & Marketing · Business Improvement (2018–2024)

Dual role at a ~£5m accommodation and events group in the Peak District:

- Recommended, then personally delivered, the acquisition and turnaround of a failing 16-unit accommodation and events complex: ~£300k revenue to a ~£1.5m business at ~22% net profit within 18 months, run end-to-end as General Manager
- Grew annual online revenue from £6m to £10m over 5 years; ~£500k marketing spend run at 500% revenue ROI; moved the business to daily algorithmic dynamic pricing
- Took enquiry handling from paper to a full CRM system, with sales conversion up 50%
- Built operational infrastructure into an under-structured business: a centralised HR function for 75–85 staff, halving labour and operating costs over 3 years through process and technology, not headcount cuts
- Three completed acquisition-type deals recommended under the business-improvement remit, including a 10-apartment lease partnership generating ~£300–400k per year

Self-employed consultancy (2014–2018)

- 20–30 advisory engagements across construction, hospitality, property, food & drink and online businesses (SMEs to ~£10m), mostly self-won with a strong repeat and referral base
- Four years of weekly founder advisory to an online local-produce business through launch, a lockdown pivot and its eventual trade sale
- Founded and ran a multi-site quality food business as Managing Director: ~£700–800k raised, 60–70 staff, £1.2m revenue in the first 18 months

Golden Buddha Beach Resort, Thailand — General Manager (2010–2014)

Ran a remote, off-grid eco-island resort: ~\$1.5m revenue, 32 properties, 60–70 staff (the sole non-Thai).

- Took owner retention to 100% across 32 owners
- Created new revenue streams, from yoga retreats to a conservation partnership
- Produced the sale package that delivered the resort's ~\$6m sale on behalf of the board

HSBC · Santander (1999–2010)

Financial-services marketing at scale:

- **HSBC:** governance over a £50m+ marketing portfolio; test-and-learn frameworks that improved acquisition and conversion KPIs by 35%
- **Santander/Abbey:** £6–13m communications budgets; econometric campaign-ROI modelling for every £5m+ TV campaign; a 55% cut in cost-per-response for business banking
- Harmonised response measurement across HSBC, first direct and M&S Money: the cross-brand comparability that drove budget allocation

Education & foundations

BSc (Hons) Operations & Manufacturing Management. CeFA-qualified (financial advice): the mortgage and lending grounding behind the financial-services marketing career. Conversational Spanish. Earlier international development work in El Salvador, Colombia and Guatemala.