Tracy Steel

AI Acceleration · Enterprise AI Operations · RevTech

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Profile

I make AI work inside real businesses. I have 32 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. Permissions, sensitivity controls and security safeguards are designed in from the start. Now 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. In one audit I found a client's contact us form hidden in the footer; moving it into the main navigation took enquiries from 15 to 122 a month.
- *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

Led a development team of four front-end developers and a back-end developer, alongside marketing automation specialists, and coached the developers' front-end skills. 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. Automated texts and emails (such as interview reminders with location and interviewer) replaced repetitive recruitment admin, so the team could screen more applicants.
- 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