

Milo Drake

Commercial & Partnerships Lead | Revenue Growth

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PROFILE

Commercial and partnerships leader with 8+ years' experience turning strategic relationships into measurable revenue growth. Combines partner management, account expansion, team leadership and commercial execution across technology, consumer brands and founder-led ventures. Delivered 136% YoY regional growth at Deliveroo, signed 650+ partners through a national category strategy, and drove 15% YoY growth across £1m+ ARR enterprise accounts at Let's Do This.

CORE COMMERCIAL STRENGTHS

Strategic Partnerships & Account Growth	Enterprise Account Management	CRM, Pipeline & Reporting Systems	Team Leadership & Coaching
Revenue Growth & Commercial Execution	GTM Strategy & Category Growth	Senior Stakeholder Management	Cross-Functional Commercial Delivery

PROFESSIONAL EXPERIENCE

Barclay Stenner & Grays Eden, Botswana

2026

Commercial Planning Support

Supported founders of Botswana safari and hospitality ventures with pre-launch commercial planning across booking flow, CRM structure, enquiry handling and trade-channel thinking.

- Mapped the enquiry-to-booking journey across direct guest and advisor/trade routes, clarifying enquiry ownership, follow-up rhythm and the key stages from first contact to deposit.
- Created pre-launch planning documents covering target guests, advisor relationships, response standards and booking flow, giving founders a clearer structure for demand generation and conversion tracking.

VARRO, London

2024 - 2025

Founder

Built a premium DTC menswear brand end-to-end from concept to market, using surplus Portuguese mill fabrics.

- Launched independently, owning supplier sourcing, pricing strategy, Shopify build, fulfilment, email marketing and launch execution.
- Converted early demand into 100+ DTC sales, generating £9.2k gross sales and £8.4k net revenue with a £91 AOV, while managing the full customer journey from first visit to fulfilment.

Let's Do This, London

2022 - 2023

Key Account Manager

High-growth SaaS platform powering event registration and commercial growth for the world's leading endurance and mass-participation event organisers.

- Drove 15% YoY revenue growth across two £1m+ ARR accounts through targeted upsell, utilisation improvement and structured account planning.

- Secured four-year exclusive agreements with both accounts, improving retention certainty and long-term revenue visibility.
- Designed executive QBRs and reporting packs that increased senior client engagement and contributed to a 32% satisfaction score improvement.

Deliveroo, London

2016 - 2021

Commercial Strategy, Growth & Account Management

Progressed through five roles: Account Manager → Senior Account Manager → Senior Account Manager Lead → Regional / Growth Manager → UKI Commercial Strategy & Development Manager.

- Owned and scaled the UKI Chinese category from the ground up, leading a team of 8 and signing 650+ partners to deliver 150% revenue growth.
- Led North London from 60% to 136% YoY revenue growth, becoming the fastest-growing UK region within 12 months.
- Built and delivered sales training, negotiation playbooks and role-play sessions for 51 commercial staff, improving exclusivity pitch conversion and partner acquisition rates.
- Delivered 146% YoY growth across 120 high-value restaurant partners through bespoke marketing activations, dark kitchen expansions, Joint Business Plans and operational support.
- Secured 50+ exclusivity contracts by building long-term partner relationships and demonstrating clear platform value, strengthening marketplace differentiation.
- Co-led the early grocery rollout, onboarding 200+ stores including Co-op, Shell, Nisa and BP through scalable onboarding processes and cross-functional coordination.
- Supported national growth initiatives across sponsored positioning and restaurant rewards programmes, improving partner adoption and strengthening Deliveroo's commercial proposition across UKI.

ADDITIONAL EXPERIENCE

Co-Founder, Bundles, London | 2021–2022

Head of Partnerships, Great Little Place, London | 2015–2016

Sales Executive, William Evans, London | 2011–2014

EDUCATION & PROFESSIONAL DEVELOPMENT

A Levels: Business Studies, Sports Science, History, Stowe School | Professional Diploma in Digital Marketing, Digital Marketing Institute

TOOLS

Salesforce, Pipedrive, HubSpot, Looker, Excel, Google Sheets, Shopify, Klaviyo, Meta Ads Manager, Notion, Asana, Canva, ChatGPT, Claude