

MINDY MELROSE

PROFILE



Relationship management with a proven track record in long-term client development and effective stakeholder management.

mindymelrose.com

Broad worldview 12 years' international experience across markets in Australia, UK, Europe, US and Asia Pacific.

Effective negotiator Experienced in contractual negotiations ranging from UHNW clients to vendor management. A diligent and trusted partner in working towards optimal outcomes.

EXPERIENCE

Independent Business Consultant, NZ

Jul 2022 –

Using an objective lens to help businesses streamline their operations. My services include analyzing current processes, identifying areas for improvement and implementing solutions to increase productivity and profitability.

Christie's

2014 – 2022

Christie's is a world-leading, global art and luxury goods business offering a full portfolio of global services including art auctions and appraisal, art financing, international real estate and education, with a physical presence throughout the US, Europe, Middle East and Asia Pacific.

VP, Regional Managing Director, Luxury, APAC

Jan 2021 – Mar 2022

Hong Kong

- Regional Head of Luxury division with multi-category omnichannel P&L responsibility of over US\$300m leading sales, marketing and operations.
- Long-term strategic focus on client development, specifically in Mainland China, Taiwan, Japan and SE Asia.
- Delivering revenue and profitability targets accounting for 30% of the region's total annual contribution.
- 6 direct reports and responsibility for a total team of 30 sales and client relationship managers.
- Highlights:
 - ✓ Drove transformation in deal generation and execution, increasing market-share and headline sales.
 - ✓ Delivered revenue targets post-Covid amid tightening operational costs.
 - ✓ Rebuilt confidence and stability in restructured teams, retaining talent.

VP, Chief of Staff, APAC

Mar 2019 – Dec 2020

Hong Kong

- Chief of Staff to the Regional CEO, driving client and business development across the APAC region.
- Stakeholder management during a pivotal time as HK transitioned from 30 years as a regional outpost to an international flagship, driving strategic initiatives and corporate governance on behalf of the Executive Leadership Team.
- Highlights:
 - ✓ Led an executive business continuity sub-committee to safeguard our people and business reputation amid HK political unrest and COVID-19.

VP, Business Development Director, APAC

Mar 2019 – Dec 2020

Hong Kong

- Regional Head of centralized strategic divisions; Business Development, Private Sales, Proposals and Valuations, leading programme delivery and execution, risk management, reporting and planning.

MINDY MELROSE

- 5 direct reports and responsibility for a cross-functional team of 10.
- Highlights:
 - ✓ Proposed and developed a major [transformation project](#) for the company and its operations in APAC.
 - ✓ Drove significant progress in category development through [sales strategy](#) and key appointments.
 - ✓ Led a regional reboot of Private Sales to realize a 60% year-on-year increase in revenue.

AVP, Business Director, EMEA
London

Apr – Sep 2018

- Regional financial manager of Post-War & Contemporary division, with multi-category omnichannel responsibility for leading sales operations and driving profitability within a portfolio of over \$US1bn.
- 16 direct reports and responsibility for a team of 55 sales managers, administration and operations staff.
- Highlights:
 - ✓ Negotiated multi-million dollar underwriting deals which saw headline-making [sales achieved](#) for the firm.
 - ✓ Led [asset-secured loan](#) negotiations, managing backend due diligence, KYC and AML processes.

AVP, Business Manager, London
London

Apr 2016 – Mar 2018

- Financial manager for Post-War & Contemporary division, with multi-category omnichannel responsibility for driving profitability within a portfolio of over \$US1bn.
- 12 direct reports and responsibility for a team of 40 sales managers, administration and operations staff.
- Highlights:
 - ✓ 20+% increase in YOY sales and highest recorded profit since 2014.

Business Coordinator, Private Sales
London

Feb 2014 – Apr 2016

- End-to-end coordination of Private Sale transactions (Christie's acts as agent for both buyer and seller) across tax jurisdictions in EMEA and the US.
- Deal support with detailed compliance expertise (VAT, art consumer law, LDL, import/export)
- Highlights:
 - ✓ Transformational 40% increase YOY in sales.
 - ✓ 500% growth in transactors through target-setting, KPI tracking and skills training.

EDUCATION

Master of Arts (MA), Distinction, *The University of Sydney*, Australia **2010-2011**
Bachelor of Arts (BA) (Hons), First Class, *The University of Otago*, New Zealand **2005-2008**

PROFESSIONAL MEMBERSHIPS

Estuary Art Centre	Board Trustee	2024-
Institute of Directors	Associate	2021-
Global Women	Activate Leaders Programme	2021

REFERENCES

Available on request