

BEN ROBINSON

COMMERCE OPERATOR · BRISBANE

From the shop floor at Apple Chermside to e-commerce at Youfoodz and five years at Shopify, with 10 years in the Shopify ecosystem supporting high-growth retail brands as they trade and evolve online. Road cyclist, moving home to Brisbane.



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Available Nov 2026

10+

Years in commerce, from shop floor to platform

50+

Enterprise and high-growth Shopify retail brands supported

\$25M+

Annual recurring revenue across the portfolio I managed

96 TO 98%

Gross revenue retention across that portfolio

Portfolio figures describe accounts I supported as part of wider teams, not revenue I generated alone.

PALMARÈS

2026 TO NOW
SINGAPORE

LOCALELAB
Co-founder

- A localisation consulting passion project I started after becoming a first-time father.
- Help Australian and Western brands launch and grow in Japan, Southeast Asia and Greater China, across Shopify and Asian marketplaces.

2024 TO 2025
APAC & ANZ

LEXER
Customer Success & Growth Director

- Led customer success and growth for retail brands using Lexer's customer data platform.
- Set up regional growth operations and owned retention and expansion across 10+ retail and commerce accounts.

2024
APAC & ANZ

SIFT
Senior Customer Success Manager

- Supported online businesses using Sift's fraud prevention platform.
- Managed a \$10M+ ARR portfolio across e-commerce and marketplaces.

2023 TO 2024
APAC & ANZ

PRIMER
Senior Customer Success Manager

- Supported online merchants using Primer's payments platform.
- Portfolio included merchants processing \$50M+ in monthly payment volume.

2018 TO 2023
MELBOURNE,
TOKYO,
SINGAPORE

SHOPIFY
Senior Merchant Success Manager

- Supported a portfolio of enterprise and high-growth retail brands, including merchants such as Specialized and Nike through high-volume drops.
- 96 to 98% gross revenue retention across a \$25M+ ARR portfolio.
- First Merchant Success hire in Southeast Asia, and built the regional playbook.

2015 TO 2018
BRISBANE

YOUFOODZ
E-Commerce Project Manager

- Managed e-commerce projects for a fast-growing Brisbane online food business.

2013 TO 2015
APPLE
CHERMSIDE,
BRISBANE

APPLE
Specialist

- Helped customers on the shop floor choose, set up and buy.

TEAM ROSTER

01

DOMESTIQUE
DAY-TO-DAY SITE OPERATIONS

Take on the regular site work so the team has time for bigger priorities.

02

ROULEUR
RANGE AND PRODUCT DATA

Keep every level and range accurate, so riders find the right kit and size.

03

SPRINTER
DROPS AND LAUNCHES

Help new collections launch on time and hold up under load.

04

CLIMBER
CONVERSION AND FIT CONFIDENCE

Find steady gains and test changes before rolling them out.

05

ROAD CAPTAIN
INTERNATIONAL STOREFRONTS

Keep the AU, US, UK and EU stores consistent and local, with Asia Pacific localisation know-how.

06

DIRECTEUR SPORTIF
CUSTOMER INSIGHT AND RETENTION

Support the team's reporting so it's easy to see what's working.

ON THE BIKE

I'm a road cyclist. I ride regularly across Asia Pacific, joining community rides wherever I'm based, and I've been a member of local cycling clubs along the way.

Now I'm moving home to Brisbane and looking for a role I can commit to for the long term.