

Steve Lacey, GM of Retail and Merchandise
Casey Powell, Head of People and Culture
Brisbane Broncos, Red Hill QLD

16 October 2026

RE: RETAIL & E-COMMERCE MANAGER

Dear Steve and Casey,

Thank you for making the time to review my application. I'm applying for the Retail & E-Commerce Manager role. After seven years in Singapore working at the highest level of online retail and strategy, I'm coming home to Brisbane with my family, and there is no club I would rather bring that experience to than the Broncos.

The club has been part of my life for as long as I can remember. I grew up not far from Red Hill and played rugby league as a kid, first in Townsville and then in Brisbane. From overseas I've kept following every season, made my wife a new fan and watched the club grow its fan base, membership and retail offer. It made me want to be part of it.

I have more than ten years in commerce. I started on the floor at Apple Retail, Chermiside, where volume was high and customer experience was everything. I ran e-commerce projects for the founders at Youfoodz.com, then spent five years at Shopify as the first Merchant Success hire in Southeast Asia, advising 50+ enterprise merchants and protecting \$25M+ ARR at 96 to 98% gross retention. Since then I've worked in payments, fraud prevention and customer data: the systems behind every good online store. I also have extensive experience working with vendors.

That's what I want to bring to the Broncos: a clear focus on the levers that grow online retail. Conversion rate, average order value, repeat purchase and customer lifetime value, backed by sharp merchandising and smooth fulfilment on match day and every other day. I've honed my skills and learned from the best across Asia. I'm comfortable planning and trading through seasonal peaks, from season launch and membership drives to jersey releases, finals and Christmas. And I know how to turn a passionate community into loyal customers.

You'll notice two short roles in my recent history. Lexer closed its Singapore office and moved operations back to Melbourne, and I chose to stay. Sift went through global layoffs soon after I joined, despite strong early results. Both made me clear about what I want next: a long-term role with an organisation I believe in, in the city I call home.

Why now? I'm ready to come home, and this role sits exactly where my experience and my passion meet. I'd welcome the chance to talk about how I can help grow Broncos retail.

Kind regards,

**BEN ROBINSON**

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RETAIL & E-COMMERCE MANAGER

Shopify-native commerce operator
returning from Singapore to Brisbane



10+

years in commerce

50+

Shopify merchants
managed

\$25M+

ARR managed at Shopify

96-98%

gross retention, multiple
years

CONTACT

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Brisbane QLD · Australian Citizen

Age: 38

CHECKS AND AVAILABILITY

Driver's licence: Queensland

Blue Card / WWCC: In Progress

Availability: November 2026

PROFILE

Brisbane local with 10+ years in commerce. I started on the retail floor at Apple Retail Chermside, ran e-commerce projects for the founders at Youfoodz.com, then spent five years at Shopify as the first Merchant / Customer Success hire in Southeast Asia, looking after 50+ enterprise merchants and \$25M+ ARR at 96 to 98% gross retention. Since then I have worked in online payments, AI fraud prevention and customer data, and ran a consulting project, Localelab, helping Australian brands localise their brand strategy and operations into Asia Pacific. I want to bring that platform knowledge back home and run a retail operation hands-on. The Brisbane Broncos are my home team. I grew up playing rugby league. Actively in the process of returning to Brisbane. Willing to return for any interviews / meetings sooner.



WHAT YOU NEED	WHAT I BRING	FIT
Multi-channel retail ops: stores, online, events	Shop floor at Apple Retail Chermside. E-commerce at Youfoodz. Advised 50+ Shopify merchants on operational scale and customer experience.	STRONG
E-commerce trading and optimisation. Shopify highly regarded	Five years inside Shopify. Advised founders and C-level leaders on localisation, payments, marketing performance and customer experience. Now consulting to help bring brands to market on Shopify at Localelab.	STRONG
Order fulfilment, home delivery, click and collect	E-commerce project manager at Youfoodz, reporting to the founders and new CTO. Onboarded customers processing \$50M+ in monthly payment volume at Primer. Supported brands localising order processes in Asia.	TRANSFERS
Inventory planning, forecasting, stocktakes, loss prevention	Loss prevention: helped Sift clients cut fraud losses 35% and chargebacks 20% year on year. Forecasting: built renewal forecasting and account health scoring at Lexer. Short tenures, with substantial impact.	TRANSFERS
Leading and rostering retail, warehouse and casual staff	First Merchant Success hire in SEA: set up the regional playbook and operating model, mentored new hires and helped build the team. Worked close with junior team and ran weekly team syncs and mentoring and coaching. Grew the teams in Japan and China from 1 to 5 in each region.	TRANSFERS
Monthly merchandise and e-com financial reporting	Owned ARR, renewals and expansion numbers across \$10M to \$25M+ portfolios. Generated \$2M+ expansion revenue at Primer. Trained in SaaS metrics and ARR/NRR optimisation.	STRONG
Supplier and stakeholder management	Ran executive business reviews with Heads of Risk, Payments and Operations. Advised founders and C-level leaders. Fed customer insight to Product and Engineering roadmaps.	STRONG

EXPERIENCE

2026 - Present

CO-FOUNDER · LOCALELAB

Shopify and Asian marketplace go-to-market for Australian brands. Asia Pacific.

- Takes Australian brands to market on Shopify and Asian marketplaces.
- Consulting passion project after becoming a first-time father in Singapore.

Nov 2024 - Mar 2025

CUSTOMER SUCCESS & GROWTH DIRECTOR, APAC & ANZ · LEXER

Singapore, hybrid. Customer data platform for enterprise retail and commerce brands. Short tenure: Lexer restructured and closed its Singapore office, moving operations back to Melbourne. I stayed in Singapore.

- Hired to set up regional post-sale and growth operations during Asia-Pacific expansion.
- Owned onboarding, adoption, renewals and expansion across 10+ enterprise and mid-market accounts.
- Brought in account health scoring and renewal forecasting, giving leadership clear sight of pipeline risk within 90 days.

**May 2024 – Aug 2024****SENIOR CUSTOMER SUCCESS MANAGER, APAC & ANZ · SIFT**

Singapore, remote. AI fraud prevention and digital trust platform. Short tenure: role ended in Sift's global layoffs. Leadership were very happy with my ramp and early impact.

- Managed a \$10M+ ARR portfolio of ecommerce, fintech and marketplace customers.
- Helped clients cut fraud losses by 35% and chargebacks by 20% year on year.
- Led executive business reviews with Heads of Risk, Payments and Operations.

Aug 2023 – Apr 2024**SENIOR CUSTOMER SUCCESS MANAGER, APAC & ANZ · PRIMER**

Singapore, hybrid. Payments orchestration and automation platform.

- Onboarded and scaled customers processing \$50M+ in monthly payment volume.
- Lifted active product usage by 40% within six months.
- Generated \$2M+ in expansion revenue through upsell and cross-sell.

Feb 2018 – May 2023**SENIOR MERCHANT SUCCESS MANAGER · SHOPIFY**

Melbourne, Tokyo and Singapore. Global commerce platform supporting millions of merchants.

- First customer success hire in Southeast Asia. Built the regional playbook and operating model.
- Managed 50+ enterprise and merchants across Singapore, China, Japan and Australia.
- Delivered 96 to 98% gross retention over multiple years, protecting and growing \$25M+ ARR.
- Advised founders and C-level leaders on localisation, payments, marketing performance and operational scale.

Nov 2015 – Feb 2018**E-COMMERCE PROJECT MANAGER · YOUFOODZ**

Brisbane. Fastest growing meal delivery company in Australia.

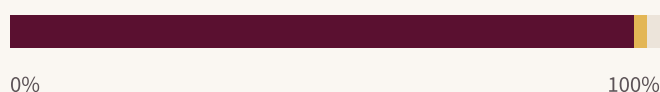
- Ran e-commerce projects reporting directly to the founders.
- Owned the online Shopify experience, working with several vendors and stakeholders.

Oct 2013 – Feb 2015**SPECIALIST / CREATIVE · APPLE RETAIL CHERMSIDE**

Brisbane. Shop floor.

- Shop floor retail at Apple Chermshire, where my commerce career started.
- Worked in one of Queensland's busiest stores: high volume, high expectations and peak trading at launches and Christmas.
- Customer experience was everything. Delivered world-class service to Apple's standard, every interaction.

KEY ACHIEVEMENTS

GROSS RETENTION, SHOPIFY**96-98%** held over multiple years**\$600M+** annual payment volume supported**10+** APAC markets led or influenced**PORTFOLIO SIZE BY ROLE****ARR MANAGED**

Shopify		\$25M+
Sift		\$10M+

ACCOUNTS MANAGED

Shopify		50+
Lexar		10+



"Ben was one of the founding members of Shopify's Merchant Success team in Singapore and since then, has made a tremendous impact in the region. Ben's knowledge of the APAC market is truly impressive. His extensive experience across Australia, Japan and Southeast Asia has given him a unique perspective that few can match."

Roberta Ocampo

Head of APAC Marketing, Shopify

"Ben is a person that truly cares about the work and those around them, is curious, and builds strong relations for the best outcome for the business."

Jason Bowman

Head of Solutions Engineering, Shopify

"I had the pleasure of working with Ben as his Manager on the Enterprise Customer Success Team at Sift. From the very start, Ben impressed us with his curiosity, attention to detail and strong business acumen."

Grace Riley

Customer Success Lead, Sift

EDUCATION

MBA (Part-time), University of Queensland

Applying for the 2027 intake. No impact to full time work.

Marist College Ashgrove

Graduate, class of 2005

TRAINING, SHOPIFY

Advanced Customer Success Leadership, Toronto

2022

APAC Market Expansion and Localisation

2020

SaaS Metrics, NRR/ARR Optimisation, Sydney

2019

PERSONAL INTERESTS

NRL / F1

Lifelong Broncos supporter. I know the fan base because I am part of it. Big F1 supporter for many years.

PHOTOGRAPHY

Commercial-standard product, people and event work. Useful for shoot briefs and content.

RUNNING CLUBS

Part of local cycling clubs. I like how community turns customers into regulars. Third space clubhouse concept.

ROAD CYCLING

Regular rides around Asia Pacific, including community rides with Rapha and MAAP clubs. Discipline, early starts and a long game.

RETAIL AND BRANDS

I follow how sports and lifestyle brands sell online, from drops to merch.

CAMPING AND OUTDOORS

Weekends away camping and getting outdoors.