COVER LETTER

BEN ROBINSON

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AVAILABLE LATE 2026 / EARLY 2027

Retail and E-Commerce
The Dolphins
Redcliffe QLD

5 November 2026

RE: EXPRESSION OF INTEREST, RETAIL & E-COMMERCE

Dear Dolphins team,

I know there's no retail or e-commerce role advertised right now, so please take this as an early hello. After seven years in Singapore working in online retail and commerce, I'm moving home to Brisbane with my family, and I'd love to bring that experience to the Dolphins.

I grew up on Queensland rugby league and played junior footy in Townsville and Brisbane. The Dolphins story is a rare one: a Redcliffe club founded in 1947, more than 30 years of bidding, an NRL debut in 2023 and a first Preliminary Final in 2026. It's a young club with deep community roots, and that's the kind of place I want to build a long career.

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

phins.shop already runs on Shopify, so that experience carries straight across. At Shopify I helped global sporting brands, including Nike and Adidas, get ready for high-volume fan drops. Every jersey launch is a drop, and I know how to plan for one so the store holds up on the day and fans get their gear quickly. I'm comfortable trading through the big moments, from range launches and membership drives to finals and Christmas, and I'm happy to work evenings, weekends and game days.

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 a club I believe in, in the city I call home.

I'm available from late 2026 or early 2027. If something opens up, or you'd like to talk about how I could help, I'd welcome a chat.

Kind regards,



BEN ROBINSON

Retail & E-Commerce · Shopify commerce operator



BEN ROBINSON

RETAIL & E-COMMERCE · SHOPIFY COMMERCE OPERATOR

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Brisbane native

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PROFILE

Commerce operator with 10 years in the Shopify ecosystem, including five years at Shopify helping enterprise retail brands trade, scale and handle high-volume launches, among them global sporting brands Nike and Adidas. Started on the retail floor at Apple Chermside. Moving home to Brisbane for a long-term role.

10+	50+	$25M+	96 to 98%
YEARS IN COMMERCE	ENTERPRISE AND HIGH-GROWTH SHOPIFY RETAIL BRANDS	PORTFOLIO ARR	GROSS RETENTION

EXPERIENCE /

LOCALELAB — Asia Pacific — 2026 TO NOW

CO-FOUNDER

- Helping Australian brands launch on Shopify and Asian marketplaces.

LEXER — Singapore — 2024 TO 2025

CUSTOMER SUCCESS & GROWTH DIRECTOR, APAC & ANZ

- Set up regional customer operations for 10+ retail and commerce accounts.
- Health scoring and renewal forecasting.

SIFT — Singapore — 2024

SENIOR CUSTOMER SUCCESS MANAGER, APAC & ANZ

- Managed a $10M+ ARR portfolio.
- Helped clients cut fraud losses 35% and chargebacks 20%.

PRIMER — Singapore — 2023 TO 2024

SENIOR CUSTOMER SUCCESS MANAGER, APAC & ANZ

- Customers processing $50M+ a month.
- Lifted product usage 40% and generated $2M+ in expansion revenue.

SHOPIFY — Melbourne, Tokyo, Singapore — SIGNATURE ROLE — 2018 TO 2023

SENIOR MERCHANT SUCCESS MANAGER

- First Merchant Success hire in Southeast Asia. 50+ enterprise and high-growth brands; 96 to 98% gross retention on $25M+ ARR.
- Supported global sporting brands including Nike and Adidas through high-volume fan drops.

YOUFOODZ — Brisbane — 2015 TO 2018

E-COMMERCE PROJECT MANAGER

- Owned the Shopify store experience.
- Led engineers through sprints, managed vendors and reported to the founders.

APPLE — Apple Chermside, Brisbane — 2013 TO 2015

SPECIALIST

- One of Queensland's busiest stores, through launch and Christmas peaks.

WHAT I BRING /

1 ONLINE STORE TRADING
Range, product pages, promotions and conversion on Shopify.

7 LAUNCHES AND DROPS
High-volume releases for global sporting brands.

9 MEMBERSHIP AND CHECKOUT
Checkout, payments and fraud at Shopify, Primer and Sift.

6 REPORTING AND PARTNERS
Revenue reporting and forecasting; vendor management.

11 STORE AND GAME DAY (TRANSFERABLE)
Apple Chermside through launch and Christmas peaks.

13 WORKING WITH THE TEAM
Onboarded and mentored new hires; led engineers through sprints.

TOOLS /

- Shopify admin and analytics
- Excel
- Google Workspace
- Shopee, Taobao, JD, Xiaohongshu

DRESSING ROOM

WHAT TEAMMATES SAY /

"EXCEPTIONAL PROBLEM-SOLVING, STRATEGIC THINKING, AND LEADERSHIP THAT DIRECTLY CONTRIBUTED TO OUR GROWTH IN APAC."

JASON BOWMAN
Lead Solution Engineer, Senior Leadership Team, Shopify

"AN EXCEPTIONAL OPERATOR: ALWAYS DEEPLY PREPARED, GENEROUS WITH INSIGHTS THAT LIFTED THE WHOLE ORGANISATION."

JORDY HEIS
Head of Delivery, Daily Mentor
Worked together at Shopify

"A DEDICATED TEAM PLAYER... WITH A NATURAL ENTREPRENEURIAL SPIRIT."

ASHTON TUCKERMAN
Managing Director, TwentyTwo Digital
Worked together at Youfoodz

Referees available on request.

EDUCATION AND TRAINING /

EDUCATION

MBA (part-time) — July 2027
University of Queensland. Part time, no impact to full-time work

Marist College Ashgrove — 2005

SHOPIFY TRAINING

Advanced Customer Success Leadership — 2022
Toronto

APAC Market Expansion and Localisation — 2020

SaaS Metrics, NRR/ARR Optimisation — 2019
Sydney

INTERESTS /

NRL AND QUEENSLAND RUGBY LEAGUE — Played juniors in Townsville and Brisbane.

ROAD CYCLING — Including community rides with Rapha and MAAP clubs.

COMMERCIAL PHOTOGRAPHY

RETAIL AND SPORTS BRANDS