

BEN ROBINSON

Commerce operator · Brisbane

■ Brisbane native ■ Available Nov 2026

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My career runs from the shop floor at Apple Chermshire 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. Now I'd like to bring that experience home and help grow 99 Bikes online, working closely with the Head of Ecommerce and the wider commerce and commercial teams.

RACE DATA

10+

Years in commerce, from shop floor to platform

50+

Enterprise and high-growth Shopify retail brands supported globally

\$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.

SHOPIFY, PARTNERS AND AGENCIES

99 Bikes trades on Shopify, where I've spent 10 years, including almost a decade working closely with Shopify Partners and agencies. I can read the numbers quickly, know what sits behind them, and work well with the partners who build and support the store.

WHAT I BRING

01 DOMESTIQUE

Day-to-day site operations

EXPERIENCE Managed e-commerce projects at Youfoodz, a fast-growing Brisbane online business.

HOW I'D HELP Take on the regular site work, freeing up time for bigger priorities.

02 ROULEUR

Product data and range online

EXPERIENCE Advised Shopify retail brands on catalogue, collections and merchandising setup. (transferable)

HOW I'D HELP Keep product pages accurate so riders find the right bike and size.

03 SPRINTER

Campaigns and peak trading

EXPERIENCE Supported Shopify merchants, including Specialized and Nike, through high-volume product drops. (transferable)

HOW I'D HELP Help sale events launch on time and hold up under load.

04 CLIMBER

Conversion and site performance

EXPERIENCE Reviewed store performance with merchants and recommended changes to apps, checkout and speed. (transferable)

HOW I'D HELP Find steady gains and test changes before rolling them out.

05 ROAD CAPTAIN

Stores and online, joined up

EXPERIENCE Specialist on the shop floor at Apple Chermshire, helping customers choose, set up and buy.

HOW I'D HELP Work with stores so click and collect runs smoothly.

06 DIRECTEUR SPORTIF

Reporting and customer insight

EXPERIENCE Led customer success and growth for retail brands on Lexer's customer data platform. (transferable)

HOW I'D HELP Make reporting clear, so the team sees what's working.

PALMARÈS

2026 to now	LOCALELAB Co-founder	Co-founded an early-stage business.
2024 to 2025	LEXER Customer Success & Growth Director, APAC & ANZ	Led customer success and growth for retail brands using Lexer's customer data platform across APAC and ANZ.
2024	SIFT Senior Customer Success Manager	Supported online businesses using Sift's fraud prevention platform.
2023 to 2024	PRIMER Senior Customer Success Manager	Supported online merchants using Primer's payments platform.
2018 to 2023	SHOPIFY Senior Merchant Success Manager · Melbourne, Tokyo, Singapore	Supported a portfolio of enterprise and high-growth retail brands, including merchants such as Specialized and Nike through high-volume drops.
2015 to 2018	YOUFOODZ E-Commerce Project Manager · Brisbane	Managed e-commerce projects for a fast-growing Brisbane online food business.
2013 to 2015	APPLE Specialist · Apple Chermside, Brisbane	Helped customers on the shop floor choose, set up and buy.

■ WHY 99 BIKES

"I RIDE, I'VE WORKED A SHOP FLOOR AND I'VE SPENT A DECADE IN ONLINE RETAIL. I'D LIKE TO BRING ALL THREE HOME TO BRISBANE."

I'm a road cyclist. I ride regularly across Asia Pacific, joining community rides with Rapha and MAAP clubs, 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. 99 Bikes is where my career and my weekends meet, and I'd like to help its online team keep growing, one stage at a time.