Jack Betts

Head of Operations | Fulfilment & E-Commerce Operations | Automation & AI

I build operations that scale, and use AI to make them run leaner.

To see more details, case studies and how I use AI, visit **jackbetts.com**

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PROFILE

Operations leader with 15+ years in fulfilment, e-commerce and logistics: large automated fulfilment centres for ASOS, Primark and House of Fraser, then three high-growth start-ups. I build and rebuild operations: payments, carrier networks, compliance and the partners behind them. I use AI and automation to run them leaner. I'm looking for a business that's serious about using AI and automation to change how operations work.

SKILLS

Operations

Running large automated fulfilment centres · Rebuilding and scaling ops functions · Multi-site and remote teams · KPI and OKR design, SOPs · Labour and cost management · Start-up scaling

Commercial

P&L ownership, incl. open-book · Budgets and forecasting · Carrier and 3PL tendering · Outsourced partner management · Client launch playbooks

Cross-border & payments

MOR, SOR, IOR and EOR models · Import and export models · Incoterms (DDP, DAP and more) · Customs, HS codes and duty · EU customs reform · Adyen, PayPal, Forter

Fulfilment automation

Dematic (ASOS) · Dürkopp (ASOS) · Manhattan and Matflo WMS · In-house built OMS · Fully automated outbound and despatch · WMS labour management · Peak planning

AI

Specifying and building tools with Claude Code · Claude and Gemini for analysis, contracts, SOPs

Systems

Manhattan WMS · Matflo WMS · In-house built OMS · Dematic · Dürkopp · Shopify / Shopify Plus · OMS integration · Adyen · PayPal · Forter · DHL Express & eCommerce · SEKO · Asendia · Claude · Claude Code · Gemini

EXPERIENCE

Head of Operations · Localised – Cross-border merchant of record · Peter Jones Investment Group

Oct 2022 – Nov 2026

Hybrid, London

Ops rebuilt after UK move | 5 regions | –95% failed payment captures | £15 → £4.50 per contact

I joined after the business had been through a restructure and moved its operations to the UK. The platforms and processes were there, but old and broken. I took on all post-purchase operations for global brands selling into the UK, EU, US, Middle East and APAC, and rebuilt them. I reported to the executive team and ran an in-house offshore ops team plus a network of carrier, payments and outsourced service partners.

- **Rebuilding the foundations:** Rebuilt the roadmap, KPI reporting, OKRs and SOPs in my first six months. The KPIs — aged orders, click-to-deliver, exceptions, failed captures, refunds, service SLAs — became the function's daily management rhythm.
- **Payments:** Owned payment operations on Adyen, PayPal and Forter fraud screening: quarantine review, capture logic and chargebacks. Changed the process to capture payments earlier, removing points of failure: failed payment captures fell from about £32k a year to about £1.6k (around 95% less). Wrote the Shopify payments strategy across multiple territories, including local payment methods for Japan, Korea and the UAE.
- **Carrier network:** Ran hub and direct-ship models through SEKO, Asendia and DHL Express and eCommerce, fully DDP. Renegotiated US carrier rates for a 10% reduction, and led multi-carrier tariff benchmarking.
- **Cross-border models:** Know the differences between merchant, seller, importer and exporter of record (MOR, SOR, IOR, EOR), the main import and export models, and the Incoterms behind them — and which fits a brand and a market.
- **AI in operations:** Wrote the spec for a multi-brand returns portal and built it with AI coding tools (Lovable, Claude Code); Localised's developers reviewed the code and shipped it. Built in-house because off-the-shelf portals couldn't handle all the local currencies, payment methods and languages, and so clients could claim returned goods relief. Went live in 29 countries and 14 languages, with live OMS lookup and sync, automatic DHL labels and online fee collection. Ran QA across every deploy (30 graded findings) and designed the permission model.
- **AI at work:** Used Claude and Gemini daily for analysis, contract review, SOPs and exec papers, and automated many routine tasks so I could run far more work in parallel.
- **Client launches:** Owned the operations workstream of the client activation playbook — a repeatable launch process for new brand storefronts — and design operating models for new propositions.
- **Customer service:** Outsourced customer service in my first three months: selected, contracted and onboarded a multilingual partner (14 native-language agents) run against SLAs, taking the average cost per contact from about £15 to about £4.50 (around 70% less).

Head of E-Commerce Operations & Logistics · OOOOO – Video Commerce Group · start-up — Jan 2021 – Jun 2022

Manchester / remote

Reported to the CEO | Marketplace + SaaS | 3PL decision-maker

- Owned the marketplace in a live video-commerce app: onboarding and integrating brands including JD Sports, Boohoo, THG and Ann Summers, and prioritising platform UX and tech development.
- Led marketplace growth and the roll-out of SaaS services to international clients QVC and B2W.
- Built the UK e-commerce strategy, budgets and forecasts in line with investment rounds.
- Ran the 3PL tender and was the decision-maker on appointing and managing the logistics provider.

Logistics Manager · Cazoo – Start-up — Mar 2020 – Jan 2021

UK-wide

185 → 615 cars a week | 85 → 175 drivers | 9 → 19 hubs | 96% on time

- Scaled UK car home delivery through hypergrowth: drivers from 85 to 175, team leaders from 3 to 12, and 10 new delivery hubs opened (19 in total) in nine months.
- Weekly volume grew from about 185 to 615 cars between March and November. Logistics-caused failures stayed under 1%, and around 96% of deliveries arrived inside the booked 2-hour window.
- Built the capacity plan that turned the weekly volume forecast into a hiring plan for each hub, and the daily delivery tracker that measured every delivery against a 98% target, by failure cause.
- Led long-term logistics strategy and standardised processes across remote sites.
- Built an 11-template employee-relations toolkit, negotiated the drug and alcohol testing contract, and rolled out new HR and logistics policies.

Site Operations Manager · DHL Supply Chain – Primark contract — Jul 2019 – Mar 2020

Thrapston, Northamptonshire

450 headcount | Open-book P&L | 193 stores

- Ran one of Primark's UK distribution centres — 450 people — supplying all 193 UK and ROI stores.
- Owned the open-book P&L, the client relationship and the contractual KPIs.

Senior Operations Manager / Duty Shift Manager · XPO Logistics – ASOS contract — Oct 2015 – Jul 2019

Barnsley — 2.5m sq ft automated fulfilment centre

2.5m sq ft | 6 shift managers | 25+ team leaders | Record peaks 3 years running

- Led the automated outbound operation, running on Dematic and Dürkopp systems, through 6 shift managers and 25+ team leaders. Responsible for customer SLAs, peak planning, health and safety, and labour cost.
- **Peak:** Delivered record-breaking peak volumes three years in a row.
- **UK → US:** Set up and ran the end-to-end transfer of around 3 million units from Barnsley to ASOS's new site in Atlanta (Nov 2018 – Feb 2019): labour planning, budget modelling, legal requirements and start-up.
- **Built my own tool:** As a shift manager, ran a time and motion study and built a performance model in Excel that scored every picker fairly for distance walked and pick difficulty, with leaderboards. Piloted on one shift, rolled out to all, KPIs improved — and XPO built it into a timed-performance platform in the OMS that paid the pick bonus.

Warehouse Team Manager and Team Leader · Norbert Dentressangle – House of Fraser e-fulfilment — 2013 – 2015

Milton Keynes

353k units in 6 weeks

- Promoted from team leader to team manager in April 2014.
- Led the move of around 353,000 units between warehouses in six weeks to set up a new multi-site operation.

Department Supervisor · Morrisons — 2008 – 2013

Where I learnt to run a shift.

SIDE PROJECTS: BUILT WITH AI

- **Bases Loaded:** designed and built a platform with Claude Code that solves day-to-day problems for baseball and softball clubs and their members, first for my own club: online memberships and payments, availability, lineups, live scoring, kit orders, a member app and the website (basesloaded.co.uk).
- **neverdakota.com:** designed and built the full site, including bookings, shop, reviews and admin portals, using AI coding tools.
- **PJR Fire Design:** a website for a friend's business, built with AI coding tools (pjrfiredesign.co.uk).

INTERESTS

- Vice-President of Northampton Baseball Club, manager of its Division 4 side — and I still play
- Guitarist and vocalist in the covers band Never Dakota
- Home-automation projects
- Ice hockey (Sheffield Steelers) and craft beer