Jack Betts

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

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

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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.

KEY ACHIEVEMENTS

Senior Operations Manager at XPO on the ASOS contract: fully automated outbound, and set up stock transfers to the new Atlanta site.

Scaled Cazoo's UK delivery network in nine months: 85 to 175 drivers and 9 to 19 hubs.

Rebuilt Localised's operations after its move to the UK: payments, logistics and cross-border compliance across UK, EU, US, Middle East and APAC.

Specced and built a returns portal with AI tools (reviewed by Localised's developers): live in 29 countries and 14 languages, with OMS sync and DHL labels.

SKILLS

Operations strategy & P&L • AI (Claude, Claude Code, Gemini) • Fulfilment automation (Dematic, Dürkopp, TGW) • WMS and OMS (Manhattan, Matflo, in-house) • Payments & fraud (Adyen, PayPal, Forter, local methods) • Cross-border models (MOR, SOR, IOR, EOR), Incoterms, DDP & customs • Carrier & 3PL negotiation • Shopify Plus & OMS • Start-up scaling • Team leadership

EXPERIENCE

Head of Operations · Localised — Oct 2022 – Present

Cross-border merchant of record · Peter Jones Investment Group · Hybrid, London

- Rebuilt old, broken platforms and processes: roadmap, KPIs, OKRs, SOPs and the ops side of the client launch playbook.
- Own payments (Adyen, PayPal, Forter): capturing earlier cut failed captures from c. £32k to £1.6k a year.
- Wrote the Shopify payments strategy across territories, incl. Japan, Korea and the UAE.
- Run a fully DDP carrier network (SEKO, Asendia, DHL), cut US rates 10%, and prepared for the EU customs reform.
- Built the returns portal with Claude Code and ran its QA; daily AI analysis and task automation.
- Outsourced customer service in 3 months: cost per contact from c. £15 to c. £4.50. Clients include Callaway, Juicy Couture, Lily & Bean, Bo+Tee.

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

- Reported to the CEO. Ran the video-commerce app's marketplace, onboarding JD Sports, Boohoo, THG and Ann Summers.
- Rolled out SaaS services to QVC and B2W. Owned UK strategy, budgets and the 3PL tender.

Logistics Manager · Cazoo (start-up) — Mar 2020 – Jan 2021

- Scaled UK home delivery in nine months: 185 to 615 cars a week, 85 to 175 drivers, 3 to 12 team leaders and 10 new hubs.
- Under 1% logistics failures and 96% on time as volume tripled; built the capacity plan and delivery tracker.

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

- Ran a 450-person distribution centre supplying 193 UK and ROI stores. Owned the open-book P&L and client relationship.

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

- Led the automated outbound operation (Dematic, Dürkopp) at a 2.5m sq ft site: 6 shift managers, 25+ team leaders, SLAs and peak.
- Record-breaking peaks three years running; moved c. 3m units to ASOS's new Atlanta site.
- Built a time-and-motion picker performance model in Excel; XPO built it into the OMS to pay the pick bonus.

SIDE PROJECTS: BUILT WITH AI

- **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).

EARLIER CAREER & INTERESTS

- Team Manager, Norbert Dentressangle – House of Fraser (2013–15)
- Supervisor, Morrisons (2008–13)
- VP, Northampton Baseball Club · Guitarist, Never Dakota