

BEN LYNCH

Sales & Customer Operations Leader | Player-Coach | Remote APAC

Head of Sales | Head of Customer Success | Revenue Operations Lead | Sales Manager | Senior CSM | Account Manager

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PROFESSIONAL SUMMARY

Sales, customer success, and revenue operations leader with 15+ years across consumer subscription, regulated financial services, executive search, and B2B services. Built and led a 30-person remote team across 9 countries on the HelloFresh AU and YouFoodz commercial accounts at D2MS Australia, owning the full customer-facing operation from coaching cadence to live scorecard. Cut customer cancellations from 45% to under 5% in 8 weeks. Closed a single GBP 887K capital-grade financial services deal at deVere Group. Co-founded Gallagher Lynch executive search from zero, placed 89 C-suite leaders, generated USD 580K in services revenue, sold on exit. Hands-on, self-driven, scale-up operator with the discipline of an ex-British Army reconnaissance commander.

KEY RESULTS

- Customer cancellations: 45% to under 5% in 8 weeks on a B2C consumer subscription book. Retention up 20% same window.
- Single capital-grade deal: GBP 887,000 pension transfer at deVere Group (largest of the year). Typical deal sizes GBP 100K to GBP 1M+. 22% conversation-to-appointment conversion on 100% self-generated pipeline.
- Co-founded Gallagher Lynch executive search agency from zero. 89 C-suite placements over 2.5 years. USD 580K services revenue. Sold the business on exit.
- First operator in D2MS history to close 15 sales in a single day and 40 in a single week, sustained while managing 30 direct reports.
- Coached one underperforming rep from 81% to 88.9% retention in 6 weeks. Callback restructure pilot lifted Sales Per Hour 18% in 2 weeks before scaling floor-wide.
- Surfaced a HelloFresh customer experience insight (signup 18 pages to 1 page) that was adopted and is now in active trial across Norwegian campaigns.

CORE COMPETENCIES

Sales Leadership · Sales Management · Customer Success Management · Customer Service Operations · Revenue Operations (RevOps) · Account Management · Client Relationship Management · Team Management · Player-Coach Leadership · Team Coaching, Mentoring & Development · Performance Management · Complex Consultative Sales · Capital-Grade Deal Closure · High-Value B2B Sales (SaaS, Marketplace, Platform adjacent) · Pipeline Management · Forecasting & Commercial Reporting · Leading Indicators (activation, time-to-first-value, churn, reactivation, NPS) · CSAT, NPS, Retention, SPH, SLA Reporting · Sales Playbook & Cadence Authorship · Sales Process Design · Sales Automation & Workflow · Objection Framework Engineering · Multi-Channel Customer Service (phone, email, chat) · Customer Escalation Handling · Customer Lifecycle Ownership (acquisition, activation, retention, re-engagement) · Onboarding Programme Design · Hiring & Ramping Remote Teams · Cross-Functional Stakeholder Management (Product, Operations, Marketing, Data, CX, Finance) · APAC & Australian B2B Markets · Remote Team Leadership Across UK, EU, US, APAC · ROI Positioning · Two-Sided Marketplace Operations · High Ownership & Accountability · Hands-On Scale-Up Operating

TOOLS & SYSTEMS

CRM: Salesforce, HubSpot, Pipedrive, MaxContact. · **Prospecting & Outreach:** LinkedIn Sales Navigator, Apollo, Calendly. · **Analytics & BI:** Tableau, Power BI, custom live dashboards. · **Communication:** Slack, MS Teams, Google Workspace, Microsoft 365, Zoom, Loom, Otter.ai, Gong. · **Project & Workflow:** Notion, ClickUp, Monday.com, Asana, Zapier, Make. · **HR & Operations:** Employment Hero. · **AI Tooling:** Claude, ChatGPT. · **Method:** PRINCE2 Practitioner, Agile PM.

PROFESSIONAL EXPERIENCE

Sales & Campaign Manager (Player-Coach)

D2MS Australia, Sydney (Remote) | 11/2023 to 04/2026

Commercial agency delivering consumer subscription campaigns for HelloFresh AU and YouFoodz. Progressed Sales Associate to Campaign Manager in 8 months. Owned end-to-end commercial operations and client service delivery across both brand accounts. Led a remote team of 30 across 9 countries.

- Rebuilt the commercial operating system end to end. Cut customer cancellations from 45% to under 5% in 8 weeks. Lifted retention by 20% in the same window.
- Authored the BMF Objection Framework (Before, Move-past, Final-close). Adopted floor-wide across 9 countries. Lifted Sales Per Hour by 18% in a controlled 2-week pilot before scaling.
- Held a personal sales book while leading the team. First operator in D2MS history to close 15 sales in a single day and 40 in a single week, sustained while managing 30 direct reports.
- Designed and shipped a 3-week structured sales onboarding programme replacing a 2-day induction. Reduced time-to-productivity and lifted 90-day retention.
- Built a live commercial scorecard from scratch with no engineering support. Covered conversion stages, retention cohorts, Sales Per Hour, and pipeline metrics. Reported weekly to senior leadership. Platform still in use after exit.
- Led the customer-facing operation across phone, email, and chat at 4,000+ contacts per week. Owned escalation handling, service quality, and customer satisfaction outcomes.
- Hired 50+ specialists across tenure. Managed monthly delivery budget of A\$15K to A\$20K. Conducted continuous live call monitoring plus formal audits on complaints, cancellations, and missing sales.
- Coached underperforming reps through structured 1:1 cycles. Lifted one rep from 81% to 88.9% retention in 6 weeks through a rebuilt call framework and respectful coaching.
- Surfaced a HelloFresh product UX insight from call analysis (signup journey 18 pages to 1 page). Proposal adopted by the brand and now in active trial across Norwegian campaigns. Voice of the customer fed directly into product outcomes.

Co-Founder & Sales Director

Gallagher Lynch Consulting, Indonesia | 07/2020 to 12/2022

Executive search agency placing senior commercial leaders into C-suite roles across the Indonesian market. Services sales motion. Built from zero. Sold on exit.

- Built the entire business development function from scratch. Closed 89 C-suite placements over 2.5 years, generating USD 580K in services revenue at USD 3,500 to USD 10,000 per placement.
- Owned the full commercial cycle on every engagement. Senior outbound, technical discovery, client briefing, pitch, proposal, fee negotiation, executive interviewing, offer negotiation, and post-placement handover. Cycles typically 30 to 90 days.
- Built pipeline through senior network referrals and reputation-led growth. Same model that wins industrial and capital-equipment sales cycles.
- Authored the firm's outbound script, qualification framework, and pitch deck. Embedded structured forecasting and pipeline reporting from day one.
- Sold the business on exit.

Business Development Manager

deVere Group, Jakarta (APAC) | 02/2017 to 12/2019

Regulated financial services. Sold international pension transfers (QROPS), investment products, and life insurance to C-level expatriate clients across APAC. Long-cycle senior services sales with capital-grade deal values.

- Closed a single pension transfer worth GBP 887,000, the largest deal in the office that year. Five conversations over three months on self-generated pipeline. Reframed product features into life-timeline outcomes and closed by anchoring on customer ROI.
- Typical deal sizes GBP 100K to GBP 1M+. Maintained a 22% conversation-to-appointment conversion rate on 100% self-generated pipeline.
- Built pipeline through guerrilla marketing, sports networks, and community building rather than cold outbound. Network-and-credibility model used in industrial-sector capital sales.
- Worked directly with the Regional Director on APAC account strategy and multi-stakeholder financial sales cycles. Maintained client documentation, regulatory records, and ongoing reviews to FCA-aligned standards.

Sales Rep to Assistant Owner

On Point Marketing (Credico), United Kingdom | 03/2015 to 01/2017

Field sales agency representing UK charity clients under the Credico umbrella.

- Progressed field representative to team leader to assistant owner in 22 months. Delivered 16% month-on-month sales growth through direct coaching, territory ownership, and rep development.

Corporal, Reconnaissance Commander

Household Cavalry Regiment, British Army | 09/2006 to 02/2015

8.5 years of service. Reconnaissance tank commander responsible for a 12-person team. Joined Army Foundation College Harrogate at age 15.

- Cambrian Patrol Gold Medallist (2011). Top international patrol competition result. 65km tactical reconnaissance over 48 hours against international military teams.
- Light Role Reconnaissance Commanders Course at Brecon, run alongside 22 SAS.
- Qualified Sniper (School of Infantry). Qualified Small Arms Instructor. CVRT Gunner and Driver.
- Operational service including reconnaissance, escalation under pressure, and team performance management at high stakes. Met HM The Queen on three separate occasions, including 2nd place Richmond Cup for exceptional attention to detail.

EDUCATION & QUALIFICATIONS

- PRINCE2 Practitioner, BCS, 2014
- Agile Project Management Practitioner, APMG, 2015
- City & Guilds Level 4 Diploma in First Line Management
- British Army Foundation College Harrogate, Junior Soldier Training
- Junior International Ice Hockey, Great Britain U15
- BCS Member (British Computer Society)

LANGUAGES

English (Native) · Indonesian (Intermediate) · Thai (Beginner)

WORK SETUP & RIGHT TO WORK

British Citizen on a self-funded long-term Thailand visa. Fully remote. Not relocating. AEST primary clock with US and EU overlap. Standard service-provider invoice (contractor) or full-time remote employee structure both workable. Two and a half years running multi-country teams from this exact remote setup at D2MS Australia (9 countries, 4,000+ weekly contacts). Comfortable in fast-paced, scale-up, and evolving environments. High ownership and accountability for revenue and customer outcomes.