

Sean Rezel

GLOBAL E-COMMERCE LEADERSHIP · SINGAPORE



To lead global e-commerce you must be commercial, operational and technical at the same time — executing all three at speed.

10 yrs

GROWTH TARGETS BEATEN,
YEAR AFTER YEAR

~20x

APAC E-COMMERCE GROWTH
IN SEVEN YEARS

36

MARKETS · ONE PLATFORM ·
ZERO TRADING DAYS LOST

17x+

BLENDED RETURN ON
PERFORMANCE AD SPEND

THE THREE DISCIPLINES

COMMERCIAL

Full P&L ownership.
Contribution-margin discipline near 58%. Media architecture balancing brand and performance — priced before launch, never after reporting.

OPERATIONAL

Fifteen DTC markets on one operating rhythm. Governed intake where priority is earned with commercial evidence. Launch playbooks, not launch heroics.

TECHNICAL

A 36-market Shopify Plus consolidation in eight months. Reference-data and warranty platforms designed for margin. AI inside operations, not on top of them.

THE ROUTE

- 2023 — **Sonova Consumer Hearing (Sennheiser)**
Head of E-Commerce, APAC & MEA · de facto global platform lead
- 2016 — 2023 **Specialized Bicycle Components**
APAC e-commerce leadership through the industry's biggest boom
- 2014 — 2016 **Nomads Agency**
Digital & e-commerce consulting across client brands
- 2012 — 2014 **Quiksilver**
Regional digital marketing & early e-commerce
- 2011 — 2012 **JigoCity**
First e-commerce role, industry's earliest days in Asia
- 2004 — 2010 **Founder → Exit**
IT entrepreneur, Singapore; business sold to a German company

BEYOND THE BOARDROOM

Guitarist with The Ninth Order (originals; album out, next in progress) after two decades in cover bands. Husband and dad — family on every trip, five continents and counting. BSc (Hons) Business, University of London / LSE.