

Austin Norman

Agentic Ecommerce Systems & Growth Operations
Lead

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I build the operating system around ecommerce agents: isolated client runtimes, reusable brand skills, Slack workflows, connector setup, Shopify/Klaviyo reporting, evidence receipts, and clear human approval boundaries.

43

AGENT-FACTORY COMMITS AUTHORED

340

PRIVATE SHOPIFY COMMITS AUTHORED

2

CLIENT COMMAND PRS MERGED

32 / 65

SKILLS / ASSET COMPONENTS TRACKED

FLAGSHIP AGENT SYSTEM

Xscale Multi-Client Agentic Commerce System

2026 – PRESENT

Direct implementation across agent infrastructure, Shopify growth systems, client commands, and KPI operations

- Authored 43 audited agent-factory commits, including 16 on client, agent-registry, and reusable-skill paths; shipped client-safe connector and ads commands through two merged PRs with recorded live canaries.
- Authored 340 audited commits in a private Shopify growth repository, implementing product imagery, modular PDP conversion paths, mobile shopping flows, proof components, attribution surfaces, and positioning.
- Built and operated Shopify/Klaviyo KPI workflows that posted structured Slack reports, preserved delivery receipts, and labeled missing data PARTIAL instead of presenting false completeness.
- Owned and helped structure a GrowthOS system with 32 reusable skill definitions and 65 asset-component definitions, while helping operationalize isolated client runtimes, scoped secrets, evidence receipts, and human approval gates.

RELEVANT EXPERIENCE

Xscale

APR 2026 – PRESENT

ECOMMERCE GROWTH SYSTEMS MANAGER · CONTRACT

- Support a portfolio of 20+ seven- and eight-figure ecommerce brands across multiple niches, translating recurring work in paid media, CRO, offers, landing pages, client onboarding, and KPI operations into reusable agent workflows.
- Executed work across a cross-functional operating portfolio; an audited 100-task completed sample includes 25 paid-media, 19 CRO/offer, 11 agent-system, and 9 KPI/metrics matches, with categories overlapping.

Extrovert AI

MAR 2023 – SEP 2023

CHIEF MARKETING OFFICER

- Scaled MRR from \$20K to \$120K in 60 days and generated \$2M+ in tracked client revenue by packaging AI marketing automation into performance offers.
- Cut campaign management time 85% by automating creative testing, segmentation, account QA, reporting, and funnel optimization; improved average client ROAS 2.8x.

Apex Creative NYC

SEP 2023 – PRESENT

DIRECTOR OF PERFORMANCE MARKETING · CONTRACT

- Directed AI-assisted growth systems behind \$28M+ in Meta-attributed revenue. Improved ROAS 150%, store CVR 42%, LTV 65%, email revenue 225%, and CAC 30%.

Nfinity Athletic

SEP 2023 – APR 2026

DIRECTOR OF ECOMMERCE

- Used an AI-assisted testing cadence to move ecommerce from a \$20M to \$30M run rate in 90 days, lift CVR from 1.2% to 3%, and scale international revenue 1,500%.

HOW THE SYSTEMS RUN

01

CONFIGURE

Client record, brand overlay, reusable skills, tools, users, and authority.

02

ISOLATE

Scoped runtime, secrets, hostname checks, client-private context, and RLS.

03

EXECUTE

Connector setup, ecommerce work, Slack commands, KPI jobs, and approvals.

04

VERIFY

Canaries, receipts, source status, missing-data labels, and operator truth.

OPERATING THESIS

I build the **operating system** around ecommerce agents: scope, tools, permissions, receipts, recovery, and the human line.

The goal is not another copy generator. It is a production system a growth team can inspect, operate, and trust.

WHAT I BUILD

AGENT CONTROL PLANES

Client configuration, isolated runtimes, scoped packages, launch gates, task routing, receipts, and operator truth.

ECOMMERCE EXECUTION

Paid-media operations, offers, landing pages, modular PDPs, CRO, creative systems, and launch workflows.

TRUTH & REPORTING

Shopify/Klaviyo KPI outputs, missing-data states, source times, evidence readback, and executive visibility.

ADOPTION UX

Slack-native onboarding, one-step connector menus, reusable skills, brand-local context, and lower-friction team workflows.

STACK

- Hermes / OpenClaw
- NemoClaw / Brev
- Slack
- Shopify
- Klaviyo
- Meta / Google Ads
- Supabase
- Honcho
- GitHub
- Asana
- Python
- Node.js
- REST / GraphQL
- OAuth / Vaults
- RLS / QA
- WorkGraph / Receipts

PRODUCTION GUARDRAILS

- 01 Client-isolated runtimes and packages
- 02 Workspace and hostname verification
- 03 Scoped secrets, RLS, and fail-closed tests
- 04 Receipts and explicit missing-data states
- 05 Human gates for budgets and production actions