

Robbie Simpson

Senior Retail Technology Leader

Retail Platforms | Store Systems | POS | Mobile | Infrastructure

Norfolk, UK | robbie@digitalduck.cloud | 07756 023948

Executive Summary

Senior technology leader with 15+ years' experience owning, transforming and operating large-scale retail and enterprise technology environments. Proven track record delivering resilient store platforms across multi-hundred store estates, modernising POS, mobile and self-checkout solutions and leading high-performing technical teams. Strong people leader with practical expertise across retail systems, infrastructure, identity, cloud and vendor management.

Core Leadership Strengths

- Retail Technology Strategy & Ownership
 - Store Platforms (POS, Mobile, Self-Checkout, RFID)
 - Technology Operations & Service Reliability
 - Team Leadership & Capability Development
 - Large-Scale Rollouts & Transformation
 - Vendor, Contract & Commercial Management
 - Security, Identity & Access Management
-

Professional Experience

River Island – Retail Systems Manager

Nov 2018 – Mar 2025

Senior owner of all in-store technology across the River Island estate, responsible for the design, development, testing, deployment and operational support of store platforms at scale.

Responsibilities & Scope

- End-to-end ownership of store technology including infrastructure, POS platforms, mobile devices and self-checkout systems
- Responsibility for technology delivery across store openings, refits and closures
- Line management of two teams (11 total):
 - Retail Support (2nd line)
 - Store Platform (3rd line / engineering & deployment)
- Vendor and third-party management across hardware, networking, POS and in-store support providers

Major Programmes & Achievements

- Rolled out Extreme Networks switches and access points across the store estate, improving coverage, capacity, visibility and security
- Introduced Entra ID (Azure AD) providing centralised digital identity for 6,000+ store staff
- Deployed Microsoft Teams to stores during COVID, modernising communications and improving operational resilience
- Designed and deployed Samsung X Cover 5 as a unified store mobile device, delivering significant cost savings and operational simplification
- Built and deployed modern POS hardware platforms to support Enactor POS in large and flagship stores, reducing transaction times and improving uptime
- Delivered RFID-enabled self-checkout solutions, increasing customer choice, transaction flow and staff efficiency

River Island – Retail Application Support Team Lead

Apr 2015 – Nov 2018

Led 2nd and 3rd line support for retail applications and POS platforms across the store estate.

- Supported and enhanced POS applications and hardware across 280 stores
 - Played a key role in the phased rollout of Enactor POS alongside legacy Retail-J during a complex dual-run migration
 - Delivered Zebra MC40 Android mobile devices and Zebra EWB radios to all stores, enabling digital store processes for the first time
 - Increased team capability and responsibility through improved processes and documentation
-

French Connection – IT Operations Manager

Sept 2009 – Sept 2012

Owned IT operations across head office, data centre and global retail estate.

- Led IT Operations and Helpdesk teams
 - Delivered major infrastructure and network projects including MPLS rollout to US stores
 - Implemented VMware environments, Exchange 2010, AD migrations and backup solutions
 - Introduced security improvements including firewalls, AV and two-factor authentication
 - Delivered operational and technical changes supporting PCI DSS compliance
-
-

Technology & Platforms

Retail & Store Platforms

Enactor POS, Retail-J, Mercaux, Fixed POS, Mobile POS, RFID Self-Checkout, Nedap RFID

Infrastructure & Networking

Cradlepoint 5G Routers, Silver Peak SD-WAN, Cisco APs & Switches, Extreme Networks APs & Switches

Identity, Endpoint & Device Management

Entra ID (Azure AD), Microsoft Intune, SOTI MobiControl, LANDesk, EloView, Samsung Knox Suite

Service Managent, Monitoring & Cloud (AWS)

ServiceNow, LANDesk, Zabbix, Grafana, AWS: EC2, RDS, S3, Lambda, Kinesis, API

Payments

Worldpay, Verifone, Stripe, Flexecash, SVS

Certifications

- ITIL Foundation Certificate in IT Service Management
-
-

Education

Varndean VI Form College, Brighton – A Levels (Maths, Electronics, Computing)

Full CV can be found at <https://robbiesimpson.digitalduck.cloud>

References available on request.