

Leading E-Commerce Consultant Brendan Gillen Launches AI-Driven Shopify Scaling Strategies for Online Retailers

Renowned e-commerce expert Brendan Gillen expands his consultancy to help Shopify store owners scale revenue through advanced AI automation, SEO optimization, and proven conversion strategies.



Queensbury, New York Aug 5, 2026 ([issuewire.com](https://www.issuewire.com)) - Brendan Gillen, a top-ranked e-commerce expert, Shopify specialist, and YouTube creator behind *The Ecom Academy*, today announced an expanded suite of consultancy services designed to help online business owners scale their Shopify

stores using cutting-edge artificial intelligence (AI) and organic growth strategies.

With a proven track record as a Global E-Commerce Manager for major international brands like Superdry and 2XU, Brendan Gillen has helped scale multiple Shopify businesses into multi-million-dollar brands. Through his popular YouTube channel (@theecomacademy), Gillen has educated over 60,000 entrepreneurs on e-commerce fundamentals, store setup, search engine optimization (SEO), and conversion rate optimization (CRO).

Gillen's consultancy focuses on helping brands grow sustainably without relying solely on rising paid ad costs. Key focus areas include:

- **AI Integration for E-Commerce:** Utilizing tools like ChatGPT, Claude, and Shopify AI features to optimize product copy, automate customer workflows, and increase Average Order Value (AOV).
- **Shopify Store Audits & Optimization:** Enhancing user experience, store speed, and layout navigation to maximize conversion rates.
- **Data-Driven SEO Strategies:** Implementing organic traffic systems designed specifically for Shopify store architectures.
- **1-on-1 Coaching & Mentorship:** Direct strategic oversight to streamline store operations and scale profitability.

"The fastest-growing e-commerce stores aren't necessarily doing more work—they're building better systems," said Brendan Gillen. "By pairing smart AI workflows with core Shopify fundamentals, store owners can cut operating costs while driving consistent, long-term sales."

Store owners and digital brand managers interested in growing their Shopify store can access

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