Ben Grubb

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Senior digital editor and journalist with 15+ years across Australia's leading newsrooms, spanning homepage editing, news directing and digital presentation. Currently leading interactive storytelling initiatives at The Australian Financial Review; formerly Technology Editor at The Sydney Morning Herald and a regular broadcast commentator on the ABC and The Project.

PROFESSIONAL EXPERIENCE

The Australian Financial Review

Oct 2025 – Present

Digital Presentation Editor (Contract)

- Lead digital presentation initiatives, working with editorial, product and engineering teams to develop and roll out interactive article widgets and improve publishing workflows; drive adoption of interactive storytelling tools that help journalists better present their reporting.
- Regularly undertake homepage-editing and senior news-directing duties, including running the national news conference, making real-time editorial decisions and shaping digital news coverage.
- Write SEO-optimised headlines, prioritise story placement using editorial judgment and audience insights, sub-edit copy to house style, edit breaking news and live coverage, co-ordinate digital publishing across teams, produce newsletters and breaking news alerts.

Previously: Producer (Part-time) — May 2025 – Oct 2025

Gay Sydney News

Jan 2023 – Present

Owner and Editor

Founded and run an independent publication covering LGBTI news and nightlife in Sydney. Oversee all editorial operations, write and edit stories, manage content strategy and audience engagement.

The Sydney Morning Herald

May 2018 – Jul 2021; Oct 2021 – Apr 2025

Digital Desk Editor / Homepage Editor

Edited the SMH homepage; produced breaking news and wire stories; optimised articles for Google; co-ordinated live video and live blogs; scheduled content; sent alerts; produced newsletters; pitched Apple News; wrote headlines; edited videos and photo composites; created graphics; wrote technology articles.

InnovationAus.com

Aug 2021 – Oct 2021

Editor

Edited and wrote technology-focused articles; optimised headlines and increased traffic; sent daily newsletters using Campaign Monitor.

Freelance

Sep 2017 – Apr 2019

Technology Reporter

Wrote technology, privacy and telecommunications stories for The Sydney Morning Herald, The Saturday Paper, Crikey, Telecom Times and iTnews — including Crikey's *Prying Eyes* investigative series on surveillance and privacy in Australia.

The Sydney Morning Herald

Jul 2010 – Dec 2015

Deputy Technology Editor / Technology Editor

Media & Capital Partners

Feb 2016 – Jun 2017

Senior Account Manager & Account Director

EARLIER ROLES

ZDNet — Technology Reporter — Feb 2010 – Jul 2010

iTnews — Technology Reporter — Aug 2009 – Feb 2010

news.com.au — Freelance Technology Reporter — 2008 – 2009

Access Plus / EdIT Counsel — Installer, IPTV Systems — 2008 – 2009

Sunshine FM 104.9 — Volunteer Station Assistant — 2008

Caloundra Christian College — Network Administrator (IT Support) — 2006 – 2009

BROADCAST EXPERIENCE

The Project — Technology Commentator — 2016 – Jan 2022

Australian Broadcasting Corporation — Technology Commentator — Feb 2014 – Jan 2018

JOY 94.9 — Host, *The Informer* — Apr 2016 – Oct 2016

Other media appearances: 2UE, 2GB, 6PR

SKILLS & COMPETENCIES

Editorial & Leadership: Homepage editing, digital presentation, news directing, SEO, editorial strategy, cross-team collaboration

Digital & Technical: Photoshop, CMS platforms, Brightcove, Flourish, Datawrapper, Infogram, Campaign Monitor, Visual Studio Code, Claude Code