

EVGENY SHEVCHENKO

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PROFILE

Strategic advisor and interim CEO driving profitability growth through strategic and digital transformation across Europe and Central Asia. Expert in EBITDA optimization, commercial turnarounds, and governance. 20+ years leading organizations up to 8,000 employees. Forbes Top-3 CEO Ukraine (2020).

CURRENT ADVISORY & VENTURES

Founder & Principal

shevchenko.solutions | Nov 2025–Present

Growth advisory and interim CEO services for investors, boards, and business owners. Strategic & digital transformation, commercial turnarounds, governance strengthening.

Co-Founder

Small Big Glass & Irbitus | Apr 2022–Present

Beer retail chain and wine export (Portugal); hands-on market entry experience

BOARD & ADVISORY ROLES

Spraga Beverages | Board Member | Oct 2024–Present

Governance and market expansion for kombucha brand (6 EU markets)

National Restaurant Association of Ukraine | Head of Advisory Board | Jan 2022–Nov 2025

Policy advocacy for 2m-people industry

American Chamber of Commerce in Ukraine | Board Member | 2014–2021

UN Global Compact – Ukrainian Network | Board Member | 2020–2021

EXECUTIVE LEADERSHIP

Managing Director

Carlsberg Ukraine (Carlsberg Group) | Kyiv, Ukraine | Feb 2014–Dec 2021

- Achieved #1 market position by 2017; contributed 8% of Carlsberg Group's global operating profit by 2021
- Transformed sales/marketing into data-driven function achieving 24% revenue from new brands (highest globally across all Carlsberg markets)
- Captured 80% of Ukraine's beer industry profit pool
- Led 3,000+ employees through political crisis, recession, wartime (2014–2021)

VP Sales

Baltika Breweries (Carlsberg Group) | St. Petersburg, Russia | Feb 2012–Feb 2014

- Led 8,000-person commercial team across Russia's largest beer market
- Restructured route-to-market, reduced out-of-stock 40%, improved distributor efficiency
- Launched evaluation system reducing field sales turnover, accelerating collaboration

CEO

Carlsberg Uzbekistan (Carlsberg Group) | Tashkent, Uzbekistan | Jul 2008–Dec 2011

- Secured 60% market share, 90% of country's profit pool
- Strengthened governance post-crisis

CEO

Aldaris Brewery (Carlsberg Group) | Riga, Latvia | May 2006–Jun 2008

- Increased EBIT 2.4x through commercial transformation

Earlier Career

Various commercial leadership roles, beverage & FMCG | 2000–2006

EDUCATION

IMD Business School:

- Digital Transformation in Practice Program (Oct-Nov 2025)
- Leadership Programs (2016-2020)

Ural State University of Economics | World Economy | 1994–1998

LANGUAGES

English, Russian (Full proficiency) | Ukrainian (Advanced)