

# EVGENY SHEVCHENKO

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## PROFILE

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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

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### Founder & Principal

[shevchenko.solutions](#) | Jan 2022–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

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### 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-person industry

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

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

## EXECUTIVE LEADERSHIP

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### 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 Latvia) | Riga, Latvia | May 2006–Jun 2008

- Increased EBIT 2.4x through commercial transformation

### Earlier Career

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

## EDUCATION

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IMD Business School | Digital Transformation & Leadership Programs | 2015–2025

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

## LANGUAGES

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