

EVGENY SHEVCHENKO

Lisbon, Portugal

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Seasoned corporate leader with a strong track record in leadership, governance, strategic transformation, and shareholder value creation. Adept at driving growth, ensuring compliance, and leading businesses to sustained profitability.

EXPERTISE

- Business Turnaround & Transformation
- Emerging Markets
- Market Expansion & Revenue Growth
- Board Governance & Strategic Oversight
- Corporate Strategy & M&A
- Risk & Compliance Management
- Public Affairs & Industry Advocacy
- ESG & Sustainability Leadership

PROFESSIONAL SUMMARY

I am a seasoned CEO and Board Member with a strong track record in corporate governance and shareholder value creation. Expertise in strategic transformations, ensuring regulatory compliance, and guiding executive teams toward sustainable growth. Adept at navigating complex market dynamics, managing risk, and contributing to boardroom discussions on governance, strategy, and ESG initiatives. Recognized for driving profitability, expanding market share, and optimizing business performance across multinational corporations and entrepreneurial ventures.

CORPORATE LEADERSHIP EXPERIENCE

Managing Director / CEO

Carlsberg Ukraine | Kyiv, Ukraine | Feb 2014 – Dec 2021

Scope: Led strategic transformation that revitalized business operations, strengthened brand positioning, and restored internal and external confidence. Focused on driving innovation, operational efficiency, and commercial agility, resulting in record-breaking revenue growth and market leadership.

Innovation & Brand Strategy

- Developed a robust beer innovation pipeline, accelerating market share growth and revenue contribution.

- Transformed sales and marketing into a data-driven, agile function, driving the highest new brand revenue share (24%) globally.
- Integrated global best practices into branding strategy, enhancing competitive positioning and consumer engagement.

Market Expansion & Revenue Growth

- Expanded exports of Ukrainian brands, creating new revenue streams and strengthening global footprint.
- Achieved market leadership by 2017, outperforming competitors and securing strong customer loyalty.
- Developed commercial strategies that diversified product offerings and maximized portfolio profitability.

Financial Performance & Market Leadership

- Led Carlsberg Ukraine to become a top-performing subsidiary, contributing 8% of global group profits.
- Secured 80% of Ukraine's total beer industry profit pool through sustained profitability strategies.
- Delivered record-breaking financial results despite industry stagnation and economic challenges.

VP Sales

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

Scope: Led one of the largest commercial teams in the industry — 8,000 professionals — optimizing sales operations, strengthening market position, and driving revenue growth. Focused on route-to-market strategy, distribution efficiency, and trade execution to enhance profitability and customer engagement.

Sales Network Optimization & Cost Efficiency

- Restructured the route-to-market strategy, improving geographical sales coverage and distributor partnerships.
- Implemented cost-to-serve reduction initiatives, minimizing out-of-stock issues while improving product availability.
- Enhanced operational efficiency, reducing distribution costs while maintaining service excellence.

Omnichannel Strategy & Trade Excellence

- Developed and executed a data-driven omnichannel program, aligning retail and trade execution across markets.
- Defined a "picture of success" framework, ensuring consistent merchandising and brand visibility across channels.
- Introduced advanced KPIs and field execution tools, significantly boosting market share and sales profitability.

Talent & Performance Management

- Launched a structured evaluation system, increasing salesforce engagement, productivity, and long-term retention.
- Reduced field sales turnover by fostering a performance-driven culture and transparent career progression.
- Broke down organizational silos, accelerating decision-making and cross-functional collaboration.

CEO

Carlsberg Uzbekistan | Tashkent, Uzbekistan | Jul 2008 – Dec 2011

- Revitalized operations and secured 60% market share.
- Captured 90% of the country's profit pool, driving sustainable market leadership.
- Led business discipline initiatives and strengthened corporate governance.

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

- Executed a commercial and operational transformation, increasing EBIT by 2.4x.
- Implemented a performance-driven culture and financial discipline.

PREVIOUS ROLES

Vena Brewery (Carlsberg Group) | St. Petersburg, Russia | Regional Business Manager | 2004 – 2006

Zolotoy Ural Brewery (Carlsberg Group) | Chelyabinks, Russia | Sales Director | 2002 – 2004

Lebedyansky | Director of Ural Branch | Yekaterinburg, Russia | 2000 – 2002

BOARD EXPERIENCE

Spraga Beverages | **Board Member** | Ukraine, Czech Republic, Portugal | Oct 2024 – Present

Scope: Advisory on governance, market strategy, and operational efficiency.

- Provided strategic guidance on corporate governance.
- Advised on business expansion and risk mitigation strategies.
- Supported executive leadership in key market entry initiatives.

The National Restaurant Association of Ukraine | **Head of Advisory Board** | Kyiv, Ukraine | Jan 2022 – Present

- Led policy advocacy efforts, resulting in regulatory improvements benefiting the largely fragmented industry employing 2m people across Ukraine.
- Strengthened collaboration between industry leaders, government bodies, and business communities to drive sustainable growth.

- Developed transparency and compliance initiatives, positioning the association as a key voice in shaping industry policy.

American Chamber of Commerce in Ukraine | Board Member | Kyiv, Ukraine | Mar 2014 – Dec 2021

- Advocated for economic empowerment and business-friendly policies.
- Strengthened corporate partnerships and policy influence within the private sector.

United Nations Global Compact – Ukrainian Network | Board Member | Kyiv, Ukraine | Feb 2020 – Dec 2021

- Championed corporate responsibility and sustainable business practices.
- Led civil rights and social action initiatives, fostering ethical business governance.

CO-FOUNDER AND ENTREPRENEUR

Small Big Glass LDA | Lisbon, Portugal | Apr 2024 – Present

- Founded an innovative chain of beer shops with expansion potential across Portugal and Spain.
- Developed franchise-ready business models to scale operations.

Irbitus LDA | Lisbon, Portugal | Aug 2022 – Present

- Established a wine brand-building and export company, focusing on tailored market offerings for Eastern-European markets.

EDUCATION

- **IMD** | Carlsberg Leadership Program | 2015-2019
- **London Business School** | Leadership Program | 2014
- **The Ural State University of Economics** | World Economy | 1994-1998
- Various trainings on talent development, value and change management.

LANGUAGES

- **English** (Fluent)
- **Russian** (Fluent)
- **Ukrainian** (Advanced)