

MAKSIM SHELUKHANOV

Director of Omnichannel Sales / B2C

P&L Owner: RUB 10-20+ Billion |
Omnichannel Transformation

Moscow, Russia
+7 (916) 811-12-50
maksim.shelukhanov@gmail.com
Age 42



B2C business leader with P&L responsibility of up to RUB 20bn and 18 years of experience in digital. Focused on revenue and margin growth through customer lifetime value (LTV) management and an omnichannel model. Led the transition from eCommerce to omnichannel and data-driven management. Delivered revenue growth of +7.7% YoY, gross profit growth of +24.8% YoY, and RUB 165m in incremental revenue from strategic initiatives.

PROFESSIONAL EXPERIENCE

ORTEKA (NIKAMED GROUP)

Feb 2025 - Present

Director of Omnichannel Sales / B2C

P&L: RUB 10bn+ | 270+ locations | 1,000+ employees | MedTech retail network

- › Transformed eCommerce into a **customer flow management system**; share increased from **14% to 22%+**
- › Revenue **+7.7% YoY**; gross profit **+24.8% YoY**
- › Initiative portfolio: **RUB 165m** in incremental revenue (UX, traffic, mobile, CRM)
- › **AI-powered personalisation** and marketing automation
- › Marketplaces: **+52% YoY** (RUB 515m to 782m); **2x** acceleration in 2026

KENGURU

Dec 2023 - Oct 2024

Director of Omnichannel Sales / eCommerce

Premium clothing and footwear retail chain

- › Scaled eCommerce **2x+** and transitioned to an omnichannel model
- › Mobile-first: app revenue **+75%**, orders **+55%**
- › Data-driven CRM: **14% of customers generated 60% of revenue**
- › AI personalisation: **RUB 13m+ per month** in incremental revenue

KOLESA DAROM (BRINEX GROUP)

Jul 2021 - Sep 2023

Director of Omnichannel Sales

B2C P&L | 140+ locations | eCommerce, marketplaces | 100+ franchises

- › Service revenue **+40.8%**; customer base **+19%**; market share **+1.3 pp**
- › Performance per service bay **+39%**; OPEX down **1.5 pp**
- › Omnichannel: same-/next-day share **+20 pp**
- › Opened **12 new centres**, all achieving operating profitability

EDUCATION

Russian State University for the Humanities

Faculty of Management
Specialist degree
2011

Bauman Moscow State Technical University

Faculty of Special Machinery
Engineering degree
2006

KEY SKILLS

Strategy & P&L

B2C P&L management, omnichannel sales, revenue growth, unit economics

Customer & Data

LTV, retention, customer analytics, data-driven management

Operations

eCommerce, CRM, CX, last-mile delivery, operational efficiency

Tech Stack

CRM, CDP, BI, DWH, data platforms

LANGUAGES

Russian Native
English B2 - Upper-intermediate

CORE EXPERTISE

B2C P&L Management	Omnichannel Sales	Revenue Growth	Unit Economics	LTV Management
Customer Experience	Data-driven Management	Commercial Transformation		

ADDITIONAL EXPERIENCE

SUNLIGHT

Jun 2020 - Jul 2021

Director of eCommerce and Customer Experience

- › Scaled the business from **RUB 5.6bn to RUB 13bn**
- › Courier delivery volume grew **7x**; processing time reduced to **30-60 minutes**
- › Reduced costs by **20%** while operational volume grew **140%**

TANUKI

Nov 2018 - Jun 2020

Director of eCommerce and Customer Service

- › Built customer service and CX management functions from the ground up
- › Implemented OMS and courier delivery; online business grew **+10% YoY**
- › On-time order rate improved by **15 pp**

DOCHKI & SYNOCHKI

Sep 2017 - Aug 2018

Director of eCommerce / Omnichannel Sales

- › Revenue **+49%**; operating profit **+62%**
- › Launched omnichannel operations: ship-from-store and last-mile delivery

TECHNOSILA

Nov 2014 - Aug 2017

Director of eCommerce

- › Scaled revenue to **RUB 7.9bn (+85%)**; new categories generated RUB 1.3bn
- › Margin **+119%**; traffic **+98%**
- › Launched SAP Hybris, CRM and a loyalty programme

EARLY CAREER 2003-2014

Dostavka.ru - Director of Internet Marketing

Reduced cost per order (CPO) by 30%; recommendation systems

Enter (Svyaznoy Group) - Head of Analytics

eCommerce analytics system, KPIs and an omnichannel model