

EXECUTIVE PROFILE

Business & Technology Executive

An executive who connects business, product, data, and technology

I connect business economics, customer value, product, operations, data and technology - from investment thesis to operating model and measurable outcomes.



DENIS DENISOV
MOSCOW

15+

years between technology and business

EXPANDING SCOPE

SOLUTION > PRODUCT > PORTFOLIO > PLATFORM > BUSINESS

FOCUS

E-commerce · Platforms · AI · Retail · Business Transformation

THE THROUGH LINE

Different industries. The same type of work, at increasing scale.

At every stage, I identified a business constraint, determined the missing capability, brought people from different functions together and carried the change through to an operating model.

Technology is the depth of my expertise. Business is the scope of my responsibility.

SELECTED EXPERIENCE

Three challenges where business, organization and technology changed

Sber 2021 - 2023 VERIFIED PROGRAM OUTCOME	MANDATE OUTCOME / SCOPE TAKEAWAY	A portfolio of changes across the commercial and operational processes of the Sales Network business, connecting business, product, data, engineering and operations. The portfolio contributed to revenue growth, while a process redesign program reduced recurring operating costs. Portfolio choices and adoption matter as much as the quality of the solution.
VK · MAX 2025 - January 2026 DIRECT LEADERSHIP OUTCOME	MANDATE OUTCOME / SCOPE TAKEAWAY	Building a B2B platform domain for a new messenger from the ground up: organization, key leaders, technology vision, roadmap, architecture and engineering operating model. Created the foundation that enabled internal teams and external partners to develop services more quickly within the communications ecosystem. A platform starts with organization and clear decisions, not architecture alone.
Magnit Cosmetic January 2026 - present CURRENT SCOPE	MANDATE OUTCOME / SCOPE TAKEAWAY	A portfolio spanning e-commerce, the dark-store model, assortment, pricing, inventory, product, engineering and analytics, reporting directly to the business-unit CEO. Defining strategy, business cases, budgets and target operating models; bringing commercial, operations, product, analytics and technology around one shared outcome. Current scope: business-unit transformation and influence on its economics.

SELECTED CHRONOLOGY

2011 - 2016 Lamoda · Lazada Developer · Senior Developer	2016 - 2021 KPMG Development Team Lead · Technical Lead	2021 - 2023 Sber Development Group Head · Data & AI Office Head
2024 Avito Head of Trust & Safety Engineering, Avito Jobs	2025 - 2026 VK CTO, B2B Platform for a New Messenger	2026 - present Magnit Cosmetic Director of Product and Technology Development · current role