



Ilya Mikin

CEO, General Manager, E-commerce & Digital marketing professional, Growth Director and Start-up advisor

📍 Dubai - United Arab Emirates

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Languages

English (Fluent)

Russian (Native)

About

Results-driven executive leader with 15+ years of experience in creating bottom-line impact through Digital Marketing, E-commerce, ATL strategy, and business management initiatives. Demonstrated success in launching business operations from scratch as well as recruiting top-performing teams by leveraging exceptional leadership and entrepreneurial skills. Growth-focused leader with credible history of managing all facets of digital marketing, including organic and paid search, social media, email marketing, and marketing automation. Stellar record of leading, training, and mobilizing teams to positively impact business results and support large-scale transformations. Public speaker; recognized for representing company in conferences, building/strengthening government relations, and delivering TV and press interviews. Articulate communicator fluent in English; adept at appealing to new markets and enhancing customer experience to boost loyalty and profits.

BRANDS WORKED WITH

Havas Group

iHerb

Intel

OZON.ru

Unilever

Vihub/ Betweenx

Experience



● General Manager for the Region

iHerb | Sep 2019 - Now

Manage overall aspects regarding establishing legal entity, including devising local sales, and marketing strategies and hire industry top-performing talent. GR strategy to mitigate risks and develop new growth areas, work with legislative initiative and industry regulators. Key Contributions:

- Drove business growth above market average, 30%+ and with positive EBIT.
- Served as Public Speaker for company in conferences, government relations, TV, and press interviews.



● General Manager

Havas Group | Sep 2014 - Sep 2019

Relaunched established full-scale media agency. Implemented Digital transformation to the business and accelerated the growth. Key Contributions:

- Expanded corporate client base by attracting Top International and local clientele like Michelin, Maxxium and others.
- Increased business turnover 5 times in less than 3 years and achieved market ranking in Top 15.

● Founder & CEO

Vihub/ Betweenx | Jan 2014 - Jan 2016

Key Contributions:

- Launched AdTech startup from idea and seed stage to MVP and fast-growing business.
- Worked as a CEO, drove sales and product development.
- Led the project to successful integration into BetweenX.digital group of companies.



● Head of Business Units Marketing

OZON.ru | Jul 2012 - Sep 2014

Developed and executed market-driven strategies for 12 product categories, including books and electronics. Orchestrated commercial department and marketing channels meetings and presented marketing plans for informed decision-making. Key Contributions:

- Developed co-marketing plans in close collaboration with key vendors as well as initiated vendor-funded activities that resulted in achieving growth in non-book categories >100%.
- Drove corporate sales revenue through promo plans, digital media mix, input into assortment mix and pricing, delivery pricing, and loyalty pro-

gram relaunch.

- Optimized corporate productivity through effective guidance and direction to team of 15 staff members.



- **Media Director**

Unilever | Jan 2003 - Jul 2012

Spearheaded media planning and procurement processes of all Unilever brands (Dove, Lipton, Rexona, Knorr, Domestos, and Calve) while serving as Media Manager. Managed overall business operations across three multiple geographically distributed locations in Russia, Ukraine, and Belarus. Key Contributions:

- Displayed exceptional leadership and management skills that resulted in receiving promotion to Media Director role in 2009.
- Implemented Digital Transformation for all Unilever brands communication



- **Brand Manager**

Intel | Jan 2002 - Jan 2003

Run all B2C communication for Intel brand and launched Wifi product

Education & Training

2009 - 2022

- **Darden School of Business, University of Virginia.**

Certificate, MBA