

Emil Shelestov

DIGITAL PRODUCT LEADER

Delray Beach, FL · (202) 948-7000 · emil.shelestov@proton.me · ask-emil.com

8+ years in product / eCommerce / B2B SaaS / enterprise platforms. I build and modernize digital products where customer experience, complex operations, and technology intersect - translating that complexity into products and platforms that work simply at scale.

EXPERIENCE

Total Wine & More / **Principal Product Manager, eCommerce**

2020 - PRESENT

Leading eCommerce products and enterprise modernization at national scale.

- Lead high-traffic eCommerce experiences and platform capabilities across content, loyalty, personalization, payments, customer care, and fulfillment.
- Led product delivery for a major loyalty platform modernization, migrating millions of customer accounts while coordinating customer experiences and integrations across a complex enterprise ecosystem.
- Took ownership of a major eCommerce content platform migration midway through delivery and drove it through completion, expanding content capabilities and business self-service while maintaining continuity across the customer experience.
- Stepped into a complex digital order management and customer care transformation at a critical stage, rebuilt the product backlog, and drove delivery across fulfillment, payments, fraud, compliance, customer care, communications, and enterprise integrations.
- Defined cross-platform product, data, and integration requirements supporting the order lifecycle, inventory, reporting, customer care, and store fulfillment - translating complex operational needs into scalable digital capabilities.

TransVoyant / **Product Manager, B2B SaaS**

2018 - 2020

Led product development for a B2B SaaS platform connecting complex supply-chain operations and data.

- Owned product delivery for an AI-powered supply-chain visibility platform, expanding native shipment tracking across major U.S. seaports and ground carriers.
- Led enterprise customer integrations across transportation, warehouse, and inventory systems, unifying shipment visibility across ocean, air, and ground modes.
- Delivered analytics and exception-risk capabilities that helped customers identify shipment issues earlier and improve operational response.

Avior Strategies / **Business Analyst**

2015 - 2018

Delivered digital capabilities supporting the federal grant-making lifecycle, from drafting and review through publication.

- Delivered new features and templates for a federal digital platform used to draft, review, and publish funding announcements, including API-enabled publishing workflows.
- Owned daily production support and helpdesk responsibilities while leading discrete project work end to end.
- Collected and documented requirements, coordinated stakeholders, and owned UAT and release readiness across delivery cycles.

NETE / NTT Data / **Business Analyst**

2013 - 2015

Built my foundation in business analysis supporting large-scale federal technology systems.

- Supported federal research-funding systems, providing production support and helpdesk coverage while developing expertise in requirements gathering, UAT, and release readiness.
- Built the foundation in stakeholder facilitation and business-to-technology translation that carried into the rest of my product career.

PRODUCT LEADERSHIP

Roadmapping · Portfolio prioritization · Product discovery · Platform modernization · Customer experience · Enterprise platforms · Experimentation & analytics · Cross-functional leadership

TECHNOLOGY & DATA

APIs · Event-driven architecture · Enterprise integrations · Product analytics · Experimentation · AI prototyping · Data requirements

EDUCATION

B.A., Communication & Media, Juniata College
A-CSPO, Scrum Alliance