

Emil Shelestov

DIGITAL PRODUCT LEADER

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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 reaching millions of customer sessions quarterly across content, loyalty, personalization, payments, customer care, and fulfillment.
- Led product delivery for the digital workstream of a loyalty platform modernization, supporting migration of 18M+ accounts from Oracle CE to Talon.One across 11+ systems and expanding from one to six configurable programs.
- Took ownership of the SAP WCMS-to-Bloomreach Experience Manager migration midway through delivery and drove it to completion, fully retiring the legacy CMS while expanding content capabilities and business self-service with no customer disruption.
- Stepped into a stalled Kibo OMS and customer care transformation, rebuilt the remaining roadmap, and drove delivery across fulfillment, payments, fraud, compliance, delivery, notifications, and enterprise integrations for a planned big-bang cutover across 300+ stores.
- Defined event-driven order and shipment data requirements across Kibo APIs and Kafka, coordinating engineering teams to preserve reporting, accounting, inventory, marketplace, and store-operations capabilities through the SaaS migration.

TransVoyant / Product Manager, B2B SaaS

2018 – 2020

- Owned product delivery for an AI-powered supply-chain visibility platform, expanding native shipment tracking across 40 major U.S. seaports and multiple ground carriers.
- Led Fortune 100 customer integrations across transportation, warehouse, and inventory systems, unifying shipment visibility across ocean, air, and ground modes.
- Delivered analytics and exception-risk capabilities; in one documented case, alert rules I helped configure enabled a customer to intervene and prevent \$10M+ in shipment losses.

Avior Strategies / Business Analyst

2015 – 2018

- Delivered new features and templates for a federal web platform used to draft, review, and publish funding announcements, including a REST API integration for HHS/ACL that let announcements publish directly to the agency website.
- Owned daily production support and helpdesk for the platform while leading discrete project work, including the API integration, end to end.
- Collected and documented requirements, and owned UAT and release readiness across delivery cycles.

NETE / NTT Data / Business Analyst

2013 – 2015

- Started my career supporting NIH research-funding systems, providing production support and helpdesk coverage while learning the fundamentals of 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 · Kafka · Elasticsearch · Product analytics · AI prototyping

EDUCATION

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