

ROMAN KOKHANOVSKIY

Advertising, Marketing & AdTech Executive

Москва · roman@kokhanovskiy.com · LinkedIn · kokhanovskiy.com

EXECUTIVE PROFILE

Advertising, marketing and AdTech executive with 25+ years of experience building and scaling digital advertising products and businesses. Built products and teams from scratch, developed businesses generating tens of millions of dollars, led major advertising initiatives at Yandex and Mail.Ru Group/VK, and founded a programmatic DOOH venture. Current focus: advertising measurement, verification, attribution and marketing analytics.

SCALE & IMPACT

25+ years

building digital advertising products, teams and commercial organizations

≈60%

of Mail.Ru Group advertising revenue generated by myTarget

≈40%

of Yandex advertising revenue within the remit

1.5× market

AdRiver growth relative to the broader media advertising market

EXPERIENCE

Commercial Director

Oct 2023 — present

AdRiver

- Lead commercial strategy, product commercialization, go-to-market and strategic partnerships for advertising measurement, verification and analytics.
- Develop traffic quality and ad-fraud solutions, attribution, CTV, online-video and cross-channel measurement.
- Work across advertisers, agencies, publishers, technology platforms and industry bodies.

Result: double-digit annual growth at approximately 1.5 times the broader media advertising market rate; active client base expanded by several hundred accounts.

Independent Advisor

Dec 2022 — Sep 2023

Advertising, marketing, e-commerce, payments and FinTech

- Advised on monetization, product strategy, market entry and strategic partnerships.
- Selected engagements: HR Rocket, Tinkoff ID, Mitgo / Qbigtech / Admitad.

Chief Commercial Officer

Nov 2019 — Dec 2022

VK Pay

- Built the merchant proposition across acquiring, loyalty and instalment products.
- Developed partnerships with MegaFon, AliExpress, L'Etoile, Delivery Club, Svyaznoy and other major merchants.
- Served as product owner for Smart Feed, the product showcase inside VK Pay.

Result: 20m users; merchant partnerships grew 3x, instalment volume 3.5x, average ticket doubled, and 2022 payment volume exceeded 365m transactions.

EXPERIENCE — CONTINUED

Managing Partner

Jun 2018 — Nov 2020, part-time

VDOOH

- Built a programmatic DOOH platform from concept and team formation through MVP and commercial launch.
- Developed the DSP, SSP and DMP, business model, go-to-market and partnerships with media owners, data providers and buyers.

Result: VDOOH white-label technology powered approximately one-third of audience-based DOOH buying solutions before the company was acquired by a market leader.

Product video

Business Development Director

Jul 2018 — Jul 2019

FreakOut Russia

- Led market entry and business development in Russia for the international native-advertising and AdTech company.
- Built publisher, agency and advertiser partnerships and created cross-border opportunities for Russian companies in APAC.

Result: successful market entry and business development; written executive recommendation from FreakOut Holdings.

Head of Strategic Projects, Commercial Department

Mar 2017 — Jun 2018

Yandex

- Led the Yandex Advertising Network, platform partnerships, B2B marketing, advertiser acquisition and partner education and certification.
- Closed a long-term exclusive agreement to monetize Mail.Ru Group search traffic.
- Developed new revenue streams across AdFox, online video, in-app advertising, anti-adblock and Turbo Pages, Yandex's fast mobile-page format comparable to Google AMP.
- Expanded the education and certification ecosystem beyond 60,000 certified advertising professionals and founded the YAN Publishers Club.
- Led the team responsible for Yandex 42 at CERN, featuring Vladimir Pozner and Nobel laureate Daniel Kahneman.

Scope: approximately 40% of Yandex advertising revenue. The publicly reported 25.5% covered external YAN partners only; the remit also included monetization across Yandex-owned non-search properties.

Yandex 2017 annual report

Head of Advertising Technology / Commercial Director

Dec 2010 — Mar 2017

myTarget, Mail.Ru Group

- Built and scaled the unified self-service advertising platform across VK, Odnoklassniki and Moi Mir.
- Created sales, client service, moderation and support from scratch — a 60-person organization.
- Built the agency education and certification channel, reaching more than 1,000 certified agencies.

Result: myTarget accounted for approximately 60% of Mail.Ru Group's total advertising revenue and became its primary advertising revenue growth driver in 2016–2017.

EARLIER EXPERIENCE

Director of Sales & Business Development

May 2008 — Dec 2010

Begun, Rambler Media Group

- Identified hidden growth opportunities, built a new commercial unit and expanded direct sales and relationships with leading media agencies.
- Introduced enterprise products including targeted display advertising.

Result: the new unit generated approximately 25% of Begun billings within one year — tens of millions of US dollars.

Google's announced \$140m agreement to acquire Begun

Deputy CEO / Media Director

Jun 2003 — May 2008

Index20, Rambler Media Group

- Led advertising monetization across Rambler, Lenta.ru, Ferra.ru and ICQ inventory in Russia.
- Developed non-standard formats, sponsorships, pricing and commercial models; led a 45-person team.

Result: monetization revenue grew faster than inventory; Rambler Media valuation reached approximately \$450m.

EARLY CAREER

Algorithm Group / A-Net — Director of Business Development (2001–2003): expanded an IT-focused advertising network into automotive and financial services. System.Ru — Executive Director (2001): introduced a professional media-plan template still widely used in the market. Manifest / InterReklama / BannerBank — Director of Sales & Business Development (1999–2001): built sales and a 1,000+ affiliate banner-network base. Teleport-TP — Corporate Account Manager (1998–1999): sold corporate internet access and coordinated last-mile providers.

EDUCATION & RECOGNITION

Moscow Institute of Electronics and Mathematics (MIEM) — Master's degree in Engineering, Electronic Devices and Systems; honours diploma, 1998.

Co-author, "Contextual Advertising: A Handbook for Advertising Professionals" (Piter, 2010; ISBN 978-5-4237-0079-9).

Ministerial Commendation for contributions to communications and information technology, Ministry of Telecom and Mass Communications of the Russian Federation, 2018.

SELECTED PUBLIC EVIDENCE

- Roman Kokhanovskiy's expert view on advertising traffic quality (AdIndex)
- Expert commentary on fraud in CTV advertising (Sostav)
- Interview on online/offline marketing synchronization at myTarget (BYVD)
- Appointment as Head of Strategic Projects at Yandex (AdIndex)
- Yandex 2017 annual report: YAN external partner share and largest partner
- Google's announced \$140m agreement to acquire Begun (TechCrunch)
- VDOOH platform video
- LinkedIn profile: recommendations and attached materials

Only publicly accessible evidence is linked. Internal reporting was used to validate relative metrics, while confidential absolute figures remain undisclosed.