



YOUR FULL NAME:

Taras Panasenko

YOUR JOB TITLE:

Co - founder, CEO

YOUR COMPANY:

Avrora Multimarket (Avroretail investments limited)

YOUR BRIEF BIOGRAPHY (250-300 words):

Taras Panasenko (36) is an entrepreneur and the CEO and co-founder of Aurora Multimarket, a retail chain with over 1,500 stores across Ukraine and Romania, serving more than 10 million unique Ukrainian customers, partnering with over 400 SME goods producers in Ukraine, and employing more than 13,000 people.

In 2009, Taras graduated from the National Metallurgical Academy of Ukraine in Dnipro with a Master's degree in Metallurgical Engineering. He later enhanced his leadership skills through executive programs, earning a Program for Executive Development (PED) diploma in 2020 and an Executive MBA (EMBA) in 2023 from the International Institute for Management Development (IMD) in Lausanne, Switzerland. His achievements were recognized globally when he was named by Poets&Quants – a premier global business education platform – as one of the 'Best and Brightest of 2023' EMBA graduates worldwide. In 2024 Taras was elected as the Co-Chair of the Retail & E-Commerce Committee of the American Chamber of Commerce in Ukraine.

Taras co-founded the first Aurora store in Poltava in 2011, introducing a dollar and variety store format. Today, the Aurora chain has expanded its impact significantly in Ukraine and Romania. Beyond retail, Taras is dedicated to social impact projects, co-founding Mistohub, Poltava's first impact investment project, and Avrora Sport NGO. He is also a donor to Poltava Platform NGO, supporting the military with protective and medical supplies, and an ambassador to Diia.Business, a hub promoting entrepreneurship in Poltava.

Taras has received numerous honors from volunteer organizations, military units, and government authorities for his contributions.

ANSWER THE FOLLOWING QUESTIONS:

Why do you think membership in the American Chamber of Commerce is important for businesses operating in Ukraine?

Being associated with AmCham boosts a company's credibility and reputation, signaling to clients, partners, and stakeholders a commitment to ethical business practices, transparency, and adherence to international standards. The ACC membership gives a voice in shaping policy and regulatory environments, often facilitating more business-friendly conditions and ensuring company's position is considered by policymakers. The AmCham membership can be a vital asset, facilitating growth, stability, and long-term success in the market.

What motivates you to be the Chamber Board Member?

As a Chamber Board Member, I'm motivated by the opportunity to make a meaningful impact on the business environment, foster positive change, and advocate for the needs of our business community. I am passionate about building stronger connections between companies, supporting transparent policies, and helping to create a more sustainable and competitive market for all members.

Why do you feel you are qualified to serve on the Chamber Board? What skills would you bring to the Board?

I believe my experience leading large-scale retail initiatives in Ukraine, particularly with Aurora, has prepared me well to serve on the AmCham Board. Over the years, I've honed a set of skills in strategic growth, government relations, and team leadership, each of which I believe would add significant value to the Chamber. A core part of Aurora's success has been our ability to work across sectors—partnering with stakeholders from various industries, both private and public. Under my management, Aurora became the first Ukrainian system retailer to successfully expand into the EU market—a significant milestone that has not only strengthened our company but also opened doors for our Ukrainian suppliers, enabling them to access European markets. Aurora's success is deeply rooted in its values, particularly our commitment to supporting partners and helping them grow alongside us. This approach has always guided our business operations, as we strive to create an environment where our suppliers and partners can thrive. I would aim to leverage this experience to support AmCham's policy advocacy, ensuring that our members' needs are represented, and that we continue to build a business environment conducive to growth and stability.

How have you been active in the Chamber over the course of the last two years?

I have been actively involved in the American Chamber of Commerce, with my primary role as Co-Chair of the Retail and E-Commerce Committee. In this capacity, I have worked closely with fellow committee members to address sector-specific challenges, advocate for fair regulatory frameworks, and foster open dialogue with governmental stakeholders. Through this role, I've collaborated on organizing discussions that help businesses navigate regulatory changes, particularly amid economic and operational shifts during recent global events.

Beyond my committee responsibilities, I have ensured Aurora's active role in a wide range of AmCham initiatives, including policy discussions, stakeholder meetings, and advocacy efforts. Alongside with other member companies Aurora worked on bringing collective concerns to key decision-makers, facilitating partnerships and open communication that reflect AmCham's mission to strengthen business conditions in Ukraine. Additionally I have initiated the experience-sharing visit to Aurora for AmCham leadership to share insights from Aurora's growth and operational strategies which can be implemented by AmCham team or other member companies.



AMERICAN CHAMBER
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What activity or Committee would you participate in and be responsible for?

First and foremost I would focus on initiatives that enhance transparency and ease doing business, working closely with members to ensure our collective voice is effectively represented in policy discussions. Considering my deep-rooted experience in the retail and e-commerce sectors, I am committed to contributing actively to the Retail and E-Commerce Committee, where I believe my background will add significant value. Over the years, I have managed Aurora's growth and gained hands-on experience in adapting to regulatory challenges, responding to consumer demands, and driving digital transformation in retail. This insight allows me to understand the needs and pain points of other companies within our industry, particularly in Ukraine's dynamic market. My focus within the committee would continue to be on advancing policies that ensure equitable conditions for market players, promoting innovation, and predictability of the regulatory environment.

Are you a member of the Board of Directors of similar associations?

No, I am not currently a member of the Board of Directors of any similar associations. However, I bring relevant experience from other leadership roles that have prepared me well for active involvement and contributions on the Chamber Board.