

SENIOR LEADERSHIP TEAM



Ruslan Kogan

Chief Executive Officer and Executive Director

Ruslan Kogan founded Kogan.com in 2006, and has been its CEO since inception, growing the business into Australia's leading Pure Play Online Retailer in under a decade.

Prior to founding Kogan.com, Ruslan held roles in the IT departments of Bosch and GE, and as consultant at Accenture.

Ruslan holds a Bachelor of Business Systems from Monash University.



David Shafer

Chief Financial Officer, Chief Operating Officer and Executive Director

David Shafer has worked with Kogan.com since 2006, moving to a full-time role as Chief Operating Officer and Executive Director in November 2010.

Prior to joining Kogan.com, David was a Senior Associate at Arnold Bloch Leibler.

David holds a Bachelor of Law (Honours) and Bachelor of Commerce from The University of Melbourne. David is a Chartered Financial Analyst.



Goran Stefkovski

Chief Technology Officer

Goran Stefkovski is the Chief Technology Officer at Kogan.com. He has been involved with Kogan.com since its inception, and moved to full-time services in August 2010.

Prior to joining Kogan.com, Goran was a Solicitor at HWL Ebsworth Lawyers and a Consulting Engineer at Coffey International (formerly Asia Pacific Rail).

Goran holds a Bachelor of Law and a Bachelor of Engineering in Software with Honours from The University of Melbourne.



Daniel Taft

Director of Operations

Daniel Taft joined Kogan.com in 2014 and is the Director of Operations.

Prior to joining Kogan.com, Daniel was Chief Technology Officer at Blamey Saunders Hears.

Daniel holds a PhD from the School of Engineering at The University of Melbourne, as well as a Bachelor of Science in Physiology and a Bachelor of Engineering with Honours from The University of Melbourne.

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Ross Metherell

Director of Strategy

Ross Metherell is the Director of Strategy. Ross re-joined Kogan.com as the Chief Marketing Officer in 2015, having been involved with the business between 2012 and 2014 as Marketing Manager.

Prior to joining Kogan.com, Ross was a Business Development Manager at Experian Asia Pacific and TAFMO (now Touchcorp).

Ross holds a Master's Degree in Business Administration from Melbourne Business School, and Bachelors in Marketing and Management from Monash University.



Joanne Smith

Financial Controller

Joanne Smith joined Kogan.com in 2013 as Financial Controller.

Prior to joining Kogan.com, Joanne was a Manager in the Transaction Services team at KPMG.

Joanne is a Chartered Accountant and holds a Bachelor of Arts with Honours in Finance from the University of Strathclyde in the United Kingdom.



Daniel Beahan

Director of Logistics & Customer Care

Daniel Beahan is the Director of Logistics & Customer Care. Daniel was Kogan.com's first employee, having joined in 2007 as Operations Manager.

Daniel is responsible for managing the Customer Service and Technical Support Teams, and also oversees Kogan.com's logistics and warehousing, managing relationships with third party logistics and freight providers.

From 2008 to 2014, Daniel was also responsible for certain Human Resources functions within Kogan.com.