

Executive Directors



Ruslan Kogan

Founder, 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 Financial Officer, Chief Operating Officer & 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, and is a Chartered Financial Analyst.

Department Heads



Arun Shah

Director - Purchasing

Arun joined Kogan.com in late 2007 and is Director - Purchasing.

Arun led the Support team for 10 years at Kogan.com prior to moving to product sourcing and built the Support team and warranty repair agent network from ground zero.

Prior to Kogan.com, Arun started his professional career as a Graduate at Dick Smith stores team in the Woolworths group where he worked his way up at Dick Smith and was 3rd in-charge of a busy Dick Smith Powerhouse store in Carnegie, Melbourne.

Arun holds Bachelor of Engineering in Electronics (North Gujarat Uni, India) and Masters of Micro Electronics (RMIT & Victoria Uni, Melbourne; A Joint-degree program).



Daniel Balasoglou

Chief Financial Officer - Mighty Ape

Joining in May 2023, Daniel is Mighty Ape's Chief Financial Officer. Daniel brings with him extensive experience having previously been the Chief Financial Officer of Lotto NZ for 9 years.

Prior to Lotto NZ, he spent 13 years in the UK working as Finance Director of a Property Services Business, as well as in various finance roles with Accenture and GE Oil & Gas.

Daniel has a Bachelor of Commerce from Auckland University and is a member of the Chartered Institute of Management Accountants and CPA Australia.



Goran Stefkovski

Chief Technology Officer

Goran started with Kogan.com in 2010. Before joining Kogan.com, Goran worked at companies such as Rio Tinto, Coffey International, and as a solicitor at HWL Ebsworth Lawyers. His valuable years of experience in technology and e-commerce has secured him seats at ZDNet's TechBuzz series in 2013, Keynote speaker at Rackspace Solve (2015), SydStart (2015), AWS ReInvent (2016), Dropbox Melbourne Business event (2016) as well as numerous other panellist and speaker roles.

A firm believer of personalisation and data analysis to improve shoppers' experience, Goran ensured technological excellence and innovation in Kogan across all business lines and received the coveted CIO of the Year award for the Kogan tech team's achievements in 2017.

Goran holds a Bachelor of Laws and a Bachelor of Engineering (Software) (Hons) from the University of Melbourne.

Department Heads



Gracie MacKinlay

Chief Executive Officer - Mighty Ape

Joining Mighty Ape in 2012 as Marketing Analyst, Gracie has helped build the business into one of the largest online retailers in New Zealand.

Gracie was Head of Sales and Marketing before assuming the role of Chief Executive Officer in June 2022.

Prior to Mighty Ape, Gracie gained 15 years of experience across marketing, media and eCommerce roles in Europe, Asia and North America.

Gracie holds a Bachelor of International Business Management from Hanze University of the Netherlands, a Bachelor of Accounting from Auckland University of Technology and a Master of Applied Computing from Lincoln University of New Zealand.



Karl Winther

Chief Marketing Officer

Karl joined Kogan.com in April 2022 and is responsible for all of Kogan.com's marketing functions including brand, paid, organic, and direct marketing channels.

Karl has extensive experience in marketing having held senior positions at various retailers including Officeworks, Myer, Bunnings, and most recently at Bapcor. With 20+ years' experience, Karl has led teams and managed all facets of retail marketing including brand management, creative, advertising, media buying, digital and eCommerce.

Karl holds a Bachelor of Arts from the University of Melbourne and a Masters in Marketing from RMIT University.



Lazar Monin

Director - Marketplace

Lazar started at Kogan.com in August 2013 as a Buying Assistant and has progressed his career with Kogan.com to now lead our Marketplace division. Lazar's role within the business include roles as International Operations Executive, Business Development Manager and Senior Buyer.

Lazar is the foundation leader for the Kogan.com Marketplace which officially formed as a department in mid 2019.

Lazar completed a Bachelor of Commerce at Deakin University.



Lehman Spadaccini

Head of Customer Care

Lehman joined Kogan.com in 2022, and is responsible for leading the customer experience and service function. Prior to joining Kogan.com, he led customer experience and service teams across Australia, New Zealand and the Philippines in the capacity of Country Manager, Vice President and Operations Directors.

Lehman has been responsible for overseeing contact centre operations, implementation and transformation programs for several of Australia's top organisations in the telecommunication, eCommerce, retail and financial services sectors.



Lisa Calderone

Director - People & Culture

Lisa joined Kogan.com in 2017 and leads our People & Culture Department. Lisa is focused on ensuring each of our teams understand their purpose, goals and contribution to Kogan.com so our team members and the business can continue to thrive.

Lisa started her professional career as a Graduate in the People team at Coles Myer Group and from there she went on to People & Culture roles in various sectors across retail, utilities and wellness at Coles Group, EnergyAustralia, Chemist Warehouse and was Head of People & Culture at Swisse Wellness.

Lisa holds a Bachelor of Science, Bachelor of Arts and a Masters of Applied Commerce (Human Resource Management) from the University of Melbourne and Melbourne Business School.



Lloyd Chee

Director - Purchasing

Lloyd joined Kogan.com in June 2012 and is part of the Purchasing team leadership group. Lloyd's role focuses on leading our Purchasing team to seek out and create business opportunities for the most in demand goods and enabling Kogan.com to provide the best product offers to both our retail and wholesale customers.

Lloyd started off his professional career at Kogan.com as an Import Operations Executive in the Import department and has progressed through our buying team roles to now lead Global Brands.

Lloyd graduated from Monash University with a Bachelor of Business, with triple majors in Accounting, Banking and Finance and then went on to pursue a Masters of Applied Finance at Monash University.



Rohan Dhaygude

Director - Finance & Investor Relations

Rohan joined Kogan.com's Finance department in 2019 as Financial Controller before taking on his role as Director - Finance & Investor Relations.

He commenced his career with Ernst & Young within their Assurance division, with subsequent commercial and operational roles at Coles and Allens Linklaters.

Rohan holds a Bachelor of Commerce (Accounting & Finance) from Monash University and is a member of the Chartered Accountants of Australia & New Zealand.



Ron Gelberg

Director - Partner Care

Ron joined Kogan.com in October 2019 and is responsible for working with our Partners in New Verticals to enhance and grow the partnerships, in day to day management.

Ron has an extensive career in the telecommunications industry having founded his own Telco (Teleron), and has held senior positions at NBN Co, British Telecom, and Telstra. Ron worked for travel company Agoda as Head of Destination Growth in Bangkok.

Ron has a Masters of Business Administration (MBA) from MIT and Engineering and Commerce degrees from the University of Melbourne.



Rory Arnold

Head of Logistics Operations

Rory joined Kogan.com in 2018 as Logistics Manager. He has consistently progressed throughout his time at the Company, and now leads the Logistics Department, who are focused on providing a seamless delivery experience for customers by ensuring an efficient end-to-end supply chain.

Prior to joining Kogan.com, Rory was the Logistics Manager at Prima Printing, the largest consumer imaging manufacturer in the Southern Hemisphere, and part of the District Photo Group.

Rory holds a Bachelor of Commerce from the University of Melbourne and completed a Graduate Certificate in Supply Chain and Logistics Management at RMIT University.



Sergiy Bobrovnychyy

Chief Purchasing Officer

Sergiy joined Kogan.com in late 2016 and leads the Import - Exclusive Brands team. Prior to Kogan.com, Sergiy has worked in Foxtrot, the largest Ukrainian retailer specialised in appliances & electronics, for 12 years. During that time Sergiy worked as Marketing Manager, various Category Manager roles, Head of Whitegood and Head of Private Label.

Sergiy's experience prior to Kogan.com included various roles in supply chain management and retail operations at Asko Appliances (Australia).

Sergiy's role is leading our Purchasing team who are focused on ensuring that Kogan.com has the most in demand, exciting and affordable products for our customers.

Sergiy holds a Bachelor of International economic relations and MBA degree from University of New Brunswick.