

# Elaina Shekhter

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## TITLE

**Chief Marketing & Strategy Officer,  
SVP**

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## CONTACT

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Ms. Shekhter leads EPAM's Global Marketing and Strategy, working to integrate a variety of functions that significantly influence the Company's strategy, positioning and global brand. She has held various leadership roles within EPAM, including Global Head of Business Development and Global Head of the Travel and Consumer Business Unit.

Prior to joining EPAM, Ms. Shekhter was with the travel and marketing giant, Carlson Companies, in operational and business development roles including Head of Retail and Entertainment for 24K, a spin-off of Carlson Marketing Group. Prior to Carlson, Ms. Shekhter was a Manager with Ernst and Young Consulting, specializing in CRM and Analytics engagements for notable clients such as 3M and GE.

Ms. Shekhter is a board member for Ben Franklin Technology Partners, Audigent, Sigmaledger and the MACH Alliance, a group of independent tech companies dedicated to open, best-of-breed ecosystems. She is active in the software startup and emerging technology community, representing EPAM in its investment in the Go Philly Fund to support regional venture funding for seed and early-stage companies.

Ms. Shekhter also takes a special interest in artificial intelligence and sustainability initiatives and is focused on expanding EPAM's investment in these areas.

Ms. Shekhter is a recipient of numerous professional achievement awards, including recent recognition as a Top 50 Women in Tech Marketing Executive by WomenTech Network and among the Top 30 Women in Marketing: Innovation, Leadership and Impact by Martech View. She was named by the Stevie Awards for Women in Business as Female Executive of the Year and earned a Gold Stevie Award for Thought Leadership. Additionally, Ms. Shekhter was named one of the Top 25 Women Leaders in Tech Services and Consulting by the Software Report and received a Gold IT World Women in IT award.

In her role as an executive Corporate Social Responsibility sponsor, Ms. Shekhter is an advocate and supporter of EPAM's global education, environment and community initiatives. She helps foster a culture of growth and talent development as an executive mentor and leader in EPAM's diversity program, speaking frequently at many women in IT events.

Ms. Shekhter holds an MS degree in Information Systems and BS/BA degrees in Economic Theory and Political Science from The American University.