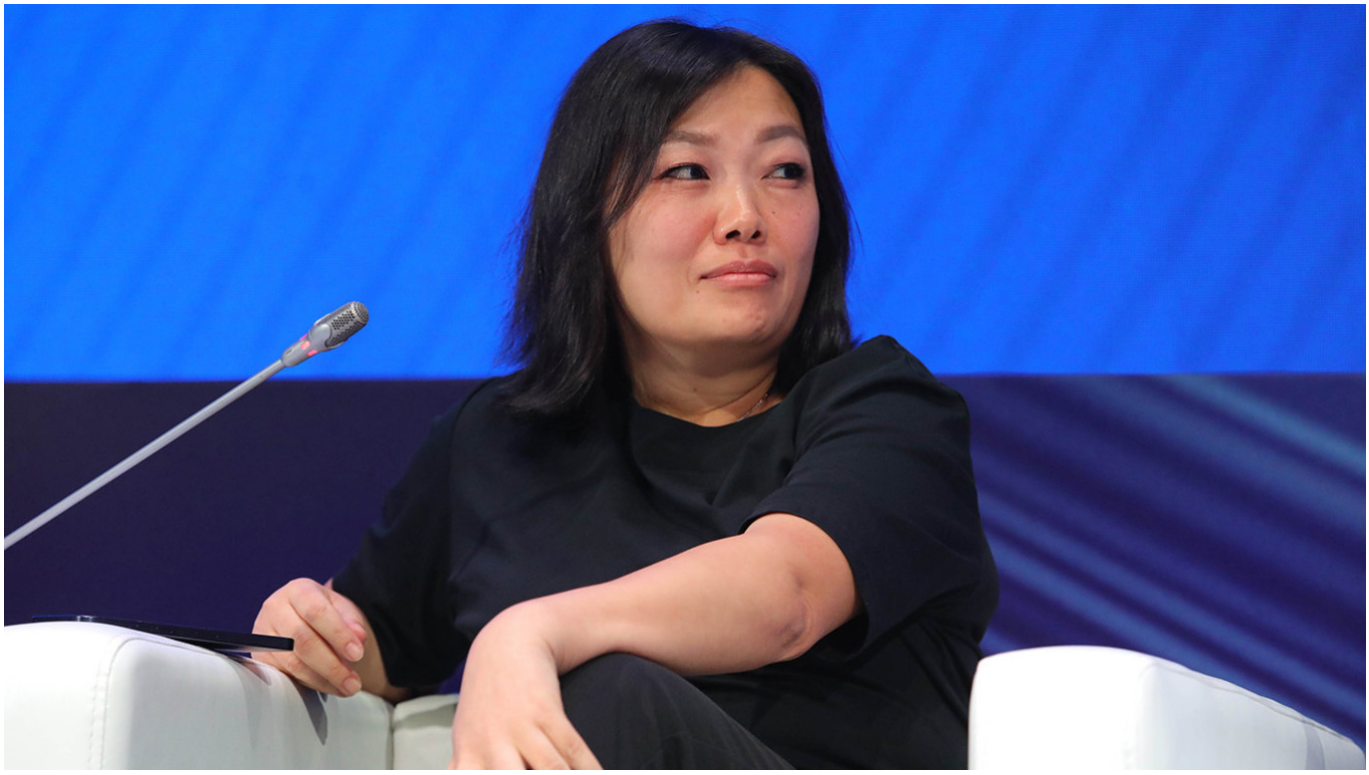
The Moscow Times
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Russia's Wildberries CEO Steps Down Days After EU Sanctions, Media Report

By Reuters

November 21, 2026



Tatyana Kim. **Arthur Novosiltsev / Moskva News Agency**

Tatyana Kim, the head of Russia's largest online retailer Wildberries, has stepped down, Russian media reported on Saturday, days after the European Union added her to its Russia sanctions list.

The company has appointed Alexei Kulikov as its new CEO, the TASS and RIA news agencies reported, citing a corporate filings register.

Wildberries did not immediately respond to a request for comment.

Related article: Wildberries Brushes Off EU Sanctions on Billionaire Founder Tatiana Kim

Kim faces an asset freeze in the EU, as well as travel and transaction bans, after Brussels added her to its sanctions list on Nov. 16.

The EU said it had targeted Kim because Wildberries is "one of the largest taxpayers" in Russia and "operates as a supply network for the Russian military ⊠by facilitating the sale of military and dual-use goods."

The company and the Kremlin say Wildberries does not supply the Russian army.

Wildberries said the EU sanctions on Kim would not affect its operations as it had no assets in the EU and did not conduct business there. It said Wildberries and other group companies would ⊠continue to operate as usual.

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