

## **Masha LUKYANCHUK**

*Senior Regional Manager, Europe at the World Energy Council*

Masha Lukyanchuk is Senior Regional Manager, Europe at the World Energy Council, where she is responsible for strengthening the Council's visibility and commercial opportunities across the region, working closely with European Member Committees and convening the network's regional dialogues. A business developer and strategist with 20 years of B2B experience spanning media and the oil and gas industry, she previously held senior sales and marketing leadership roles at Shell, including as regional head of B2B sales and head of the B2B marketing team. She is based in Brussels.

