

John Cohan Biography



John Cohan is the Chief Executive Officer of Margaritaville Holdings, an international lifestyle brand management company based on the intellectual property - songs, lyrics, books and lifestyle - created by Jimmy Buffett. The brand DNA is experiential and entertaining island escapism, broadly defined. John and Jimmy co- founded the business 27 years ago.

The company's core operations are in the diversified hospitality business - including resorts, hotels, cruise ships, vacation and active living residential communities, vacation ownership, gaming and restaurants. Additional branded businesses include alcoholic beverages; lifestyle consumer products; an on-campus college ambassador program and media - with Radio Margaritaville the brands Sirius/XM station consistently among the most listened to on the network.

The business generates approximately \$2.3 billion of branded system- wide sales, attracts over 20 million visitors per year, and benefits from approximately \$7 billion of third-party invested capital in its destinations.

Prior to joining Jimmy in 1997 to form Margaritaville Holdings, John held the position of Senior Vice President/ corporate finance for TRIARC, a publicly traded holding company comprised of consumer businesses, including Arby's, Snapple, and RC Cola.

John graduated from Princeton University in 1979, attended the London School of Economics, and graduated from the Georgetown Law Center in 1984.