



John Kovac
Executive Vice President & Chief Marketing Officer

John Kovac is the brand strategist and marketing visionary behind Cox Automotive, a global automotive services and software business with powerhouse brands such as Autotrader, Dealertrack, Kelley Blue Book, Mannheim, NextGear and vAuto. As Chief Marketing Officer, he leads a passionate team that turns research, insights and creativity into groundbreaking marketing and communications campaigns – all in the name of building Cox Automotive’s 25 brands and the company’s sterling reputation as a fast-growing technology business and one of the best places to work.

John has been with the company for nearly 20 years since being hired as one of the first employees of start-up Autotrader. He built the online classifieds pioneer into a household name, and has since helped establish Cox Automotive as a transformational force for automotive retail. His entrepreneurial spirit and innovative approach to marketing helps keep Cox Automotive ahead of the fast-changing auto industry and moving toward its ambitious vision to transform the way the world buys, sell and owns cars.

Prior to joining Cox Enterprises and Autotrader in 1999, John was part of the agency team at J. Walter Thompson developing advertising and marketing for Ford Motor Company. He studied marketing and earned a Bachelor of Science from Miami University.