



KEN KRAFT

Executive Vice President & Chief Marketing and Sales Officer Cox Automotive

Ken Kraft is the Chief Marketing and Sales Officer at Cox Automotive, a global automotive services and software company that is part of family-owned, Atlanta-based Cox Enterprises.



He leads the sales and marketing teams across all Cox Automotive brands, including Autotrader, Kelley Blue Book, Manheim, vAuto, Dealertrack, NextGear Capital, CentralDispatch, and FleetNet America. Ken oversees more than 3,000 employees across a unified sales and marketing team that delivers industry-leading innovative solutions to better serve clients and drive profitable growth.

With over 35 years of leadership experience, Ken is known for his visionary approach and extensive sales, marketing, and communications expertise. He excels in leading major transformations and is deeply passionate about developing and engaging team members at all levels.

Before joining Cox Automotive, Ken led marketing and sales operations at Cox Business, the \$3B+ commercial services division of Cox Communications. Prior to joining Cox, Ken had a long-standing career in telecommunications, leading marketing, communications, product, and sales teams at AT&T, BellSouth, and Sprint.

Ken is a proud graduate of the University of South Carolina and is honored to serve on the Dean's Leadership Council for the College of Information and Communications. A longtime resident of Atlanta, Ken is passionate about giving back to the community and environmental stewardship.

Ken currently sits on the board of the Chattahoochee Riverkeeper and previously served on the boards of the Trust for Public Land, Woodruff Arts Center, Fernbank Museum, Adaptive Spirit, and the Sandy Springs Education Force.