

**Ken Kraft**

Chief Marketing Officer

Ken Kraft is Executive Vice President & Chief Marketing Officer of Cox Automotive, a global automotive services and software company whose vision is to transform the way the world buys, sells, owns and uses cars. Kraft is responsible for a family of brands that together make car dealers more successful and car buyers more satisfied, including auto industry leaders such as Autotrader, Dealer.com, Dealertrack, Kelley Blue Book, Manheim, NextGear Capital, vAuto and Xtime.

Kraft was previously Senior Vice President – Marketing and Sales Operations for Cox Business, the \$2.5 billion commercial services division of Cox Communications. In this role, he was responsible for overall marketing and sales operations strategy to drive new customer acquisition, customer retention and accelerated growth of the New Business Venture and Smart Communities. A 31-year industry veteran, prior to joining Cox he served in a variety of leadership roles in sales, product management and marketing at AT&T, BellSouth and Sprint.

Kraft is active in CTAM and served as co-chair of the Business Services Council for the past three years. His leadership in the industry was recognized in 2016 with a TAMI Award for Leadership in Business Services across the MSO community. He is also an active member of the Atlanta community and has served on the boards of Trust For Public Land, Fernbank Museum, Adaptive Spirit and the Sandy Springs Education Force.