

## Jeffrey M. Cohen

*SVP, Zywave*

**Jeff Cohen** is a Senior Vice President at Zywave, where he joined in Jan 2021 following Zywave's acquisition of Advisen at the end of 2020. Jeff is a sales & marketing executive with over 30 years of experience focused on data, analytics, media, and news businesses aimed at the insurance and financial sectors.

At Zywave, Jeff leads the Carrier business and the Media business. He reports directly to the CEO, he is a member of the firm's Senior Leadership Team, and he oversees Zywave's presence in New York.

At Advisen, Jeff was named President in June 2019. He was responsible for setting and implementing Advisen's global business strategy, and he led all market-facing activities and all client-facing operations for Advisen.

Jeff joined Advisen in July 2003 after spending over 15 years at Bloomberg, where he played pivotal roles in sales, sales management, and global marketing.

Since Sept 2018, Jeff has served the Spencer Educational Foundation where he is a member of the Executive Committee on the Board of Directors. Spencer funds the education of tomorrow's risk management and insurance leaders by awarding scholarships and grants to students studying risk management, insurance, and actuarial science.

Jeff is also a Board Member and past President at the Center for Hearing and Communication, a non-profit agency based in New York City which serves all people with hearing loss.

Jeff graduated from Cornell University in 1987 with a BA in Biology.