

## Jerry Cohen, Executive Chairman

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A legend in the industry, Jerry Cohen helped to pioneer the \$4.5 trillion global wellness industry by co-founding and leading one of the most successful world brands, Canyon Ranch. As the longstanding CEO and former COO and CFO, Jerry helped to grow Canyon Ranch from its humble beginnings in 1979—a converted Arizona dude ranch—into twenty-four international operations: resorts, hotels, living communities, and spa & wellness clubs serving over 500,000 global guests annually with over 2,500 multinational staff members.

Gifted with a strategic, operational, and financial mind, empathetic heart, and tireless work ethic, Jerry co-created a mission-driven culture while mastering a financially powerful business model that elevated the Canyon Ranch brand to phenomenal heights. During that journey, Jerry co-founded the Destination Spa Group and the Canyon Ranch Institute—a successful non-profit that democratizes Canyon Ranch’s offerings for low income communities. Prior to Canyon Ranch, Jerry was a CPA for Ernst & Ernst, now Ernst & Young, as well as a banker in the United States and a manufacturer in Brazil.