



| Biography

CFL Commissioner, Mark Cohon

Mark Cohon was appointed the 12th Commissioner of the Canadian Football League on March 28, 2007.

Cohon has served in several prominent executive capacities at Major League Baseball International (MLB), the National Basketball Association (NBA), and most recently as CEO of AudienceView Software Corporation. During the early 90's, Cohon was the Director of Corporate and Game Development for Major League Baseball International. Following his time at MLB, Cohon was recruited by David Stern, the Commissioner of the NBA and served as Director and Group Manager of International Marketing, Managing Director of NBA Europe and Vice President of Business Development.

After a decade in sports, Cohon joined Petopia, a leading multi-channel retailer in the United States, as Chief Development Officer where he oversaw partner negotiations, business and retail strategy development. Most recently, Cohon was President and Chief Executive Officer of AudienceView, where he helped grow the company from a small start up to a leader in the event ticketing and CRM space for the sports and entertainment industries. From a base of five clients, Cohon oversaw all operations of the business as it grew to more than 75 prominent clients in North America and Europe including Toronto Blue Jays, Major League Baseball Advanced Media, the new Wembley Stadium, Churchill Downs, MGM Inc, Venetian Resort, and Clear Channel Entertainment.

Cohon is Chairman of the Ontario Science Centre, one of the world's leading interactive science centres and sits on the Board of Directors of Katimavik, Canada's leading youth services organization. He is also Chairman of the Advisory Board for Next Pathway Inc., a technology investment company.

Cohon has served as President of Earth Rangers, an environmental youth organization in Toronto. He has also been a Trustee of Northwestern University in Chicago (his alma mater), a board member of City Lights Youth



Theatre in New York, and a board member of Youth Challenge International in Toronto. In 2005, Cohon was a recipient of Canada's Top 40 Under 40 honours, a national award which annually recognizes 40 Canadians in the private, public and not-for profit sectors.

Cohon attended Northwestern University in Chicago Illinois where he graduated with a Bachelor of Science in Communications Studies. He currently resides in Toronto with his wife Suzanne and their daughter, Parker.