



Michael H. Cohen

Managing Director, Global Head
of Marketing and Communications



Michael Cohen is Managing Director, Global Head of Marketing and Communications at Tradeweb Markets, and is a member of the Executive Committee. In his role, Cohen focuses on building the firm's corporate brand profile, and driving awareness of Tradeweb's products and services through marketing, media engagement, sponsorship, content creation and digital activations. Cohen also played an instrumental role in the development of Tradeweb's philanthropic, educational and employee engagement initiatives. Cohen serves on the firm's ESG Steering; Enterprise Risk; and Workplace Safety Committees.

Previously, Cohen was Chief Marketing Officer at MF Global, where he was responsible for leading corporate brand activities. Prior to that, he was a Senior Vice President of Marketing at the New York Stock Exchange, where he led the firm's brand and external marketing activities, including the creation of new listing promotional programs. Earlier, Cohen held roles as Vice President at Grey Advertising and National Advertising Manager at Sony Electronics. Cohen started his career as a media planner with Saatchi & Saatchi Advertising. He has received several recognitions by leading industry groups, including the Financial Communications Society (FCS), the Advertising Club of New York, and was awarded the Silver Quill Award from the International Association of Business Communicators.

Cohen holds a B.A. in Communications from the University of Buffalo.