



HOLLY BOHN

EXECUTIVE VP OF MARKETING & CHIEF MARKETING OFFICER
FORTEGRA

Holly Bohn joined Fortegra in 2020 as Executive Vice President of Marketing and Chief Marketing Officer.

She has over 20 years of Omni-Channel Marketing, Brand Development, and Strategic Planning experience, both as a successful Entrepreneur of a multimillion-dollar retail brand and later as a Division Vice President in consumer products working with retailers such as Target, Walmart, Office Depot, Home Goods, Kohl's, TJ Maxx and others.

Her contributions to retail have been recognized by an Innovation Award and featured in over 300 major publications including The Wall Street Journal, Oprah Magazine, and Good Housekeeping.

Holly is an advocate for female entrepreneurs and intrapreneurs and holds a Bachelor of Science in Business Administration, with a focus in Finance from California State University, Chico.

