

JOHN T. PETERS

SERIAL ENTREPRENEUR, SENIOR EXECUTIVE, AND INNOVATOR

Event BIO



John Peters' entrepreneurial journey began in 1990, shortly after college, when he co-founded Zeus Tours & Yacht Cruises. Under his leadership, this international tour and yacht cruise operator expanded from its roots in Greece to offices in New York, Rome, Salzburg, and Buenos Aires. In 1999, John successfully navigated the sale of Zeus to FAR&WIDE Travel, stepping into the role of VP of Marketing & Strategic Partnerships.

His entrepreneurial spirit flourished with the growth and subsequent sale of another startup, Tripology, a cutting-edge travel technology company, to Rand McNally. John's expansive career includes senior executive positions like President of the Travel Media Group at USA Today, VP of Business Development at RCI/Wyndham, and Managing Director of Retail & Partnerships for Brush Creek Ranch, the world's top-rated ranch resort.

An advocate for empathetic leadership, John believes in the power of collaboration and persuasion over dictation and demand. His motto, "In business, speed matters, but you have to push, not steamroll," reflects his dynamic yet considerate approach. This philosophy extends to his commitment never to ask anyone to do something he hasn't done himself.

John's ability to view challenges through multiple lenses has been instrumental in his career, earning him accolades such as being named "Innovator of the Year" by the US Travel Association. Beyond his business acumen, John is also an accomplished artist. His artistry complements his professional endeavors, reflecting a blend of creativity and strategic thinking.

As a mentor to numerous startups and a frequent speaker at domestic and international conferences, John shares his insights on entrepreneurship and how artificial intelligence will impact travel trends. He remains dedicated to fostering growth and digital innovation, always guided by empathy and a collaborative spirit.

