

John Wyckoff

President, THE COCOA EXCHANGE™



John Wyckoff is President of THE COCOA EXCHANGE™, a subsidiary of Mars, Inc. Launched in 2017, THE COCOA EXCHANGE™ emerged from DOVE CHOCOLATE DISCOVERIES™ as a direct sales marketplace where cocoa comes to life in exclusive, innovative ways.

An entrepreneurial leader, John's career spans executive roles in business start-up, turnaround, and expansion at prominent consumer product, industrial chemical, and high-tech equipment manufacturing firms.

Since joining Mars, Inc. in 2004, John held the positions of Vice President of Chocolate New Ventures and President of the Health & Nutrition Division where he delivered innovation and growth beyond current business models and brands in the premium and wellness spaces.

Prior to his tenure at Mars, Inc., John turned around a distressed Chapter 11 business as a Business Controller for General Chemical Corp. He began his career at Tycom Ltd. performing a series of progressive finance, global supply chain, and product management roles before launching a new fiber optic equipment manufacturing facility as Director of Operations.

A member of the non-profit Direct Selling Education Foundation (DSEF) Board of Directors, John cultivates academic partnerships to inform and educate audiences on direct selling as a go-to-market strategy and pathway to entrepreneurship. He also served on the Direct Selling Association (DSA) Board of Directors from 2012 through 2016.

Known for his passion for mentoring people throughout his career, John has developed entrepreneurs and executives, encouraged employee engagement at all levels, and transformed organizations into energized enterprises positioned for growth.

John speaks at business schools, leadership programs, and innovation centers on topics such as entrepreneurship and business ethics. He holds an MBA from Pennsylvania State University and a BS in Business Administration from Wake Forest University.

John lives in Sparta, NJ with his wife Julie and enjoys spending time with his daughter Grace, son Charlie, and dog Deacon.