



John Cotter

COO



Years with AMI: 23

College / University: SUNY Corning

Major: Business Administration



Client Touchpoints

John maintains executive-level relationships across AMI's full client portfolio, serving as the primary leader for program delivery, governance, and commercial execution.

He partners closely with client procurement, finance, and compliance stakeholders to structure delivery models, manage costs, and protect program margins. He advises pricing frameworks, service scope, and cost optimization strategies to support sustainable, compliant programs.

John works directly with suppliers and strategic vendors to negotiate commercial terms, enforce performance standards, and implement best practices across AMI's delivery network.

Through executive business reviews and governance forums, he oversees escalations, manages delivery risk, and ensures programs remain audit-ready, operationally sound, and aligned with approved technologies and contractual standards.



AMI Role Snapshot

John Cotter serves as Chief Operating Officer of for AMI and its brands AMI Meetings.health and American Meetings, Inc., with responsibility for enterprise delivery, operational governance, and performance management across AMI's client portfolio.

He leads program execution and expansion, overseeing compliance management, pricing and commercial negotiations, vendor governance, and event technology oversight.

John is accountable for service-level agreements (SLAs), key performance indicators (KPIs), and delivery standards, ensuring programs meet contractual, regulatory, and financial expectations.

He oversees AMI's core operational functions, including Account Management, Event Technology, and project management functions, and partners closely with executive leadership to maintain consistent, scalable delivery models that balance regulatory rigor, margin discipline, and client satisfaction.

Bio Synopsis

John Cotter is Chief Operating Officer of American Meetings, Inc. (AMI), with more than three decades of experience leading complex, compliance-driven meeting and event operations across regulated industries. He brings deep expertise in delivery governance, operational risk management, and commercial discipline in highly regulated environments.

During his tenure at AMI, John has played a central role in building mature delivery systems, compliance frameworks, and governance models that support large-scale, multi-market client programs. His leadership has strengthened audit readiness, operational consistency, and financial predictability across AMI's portfolio. John's background spans end-to-end execution of advisory boards, investigator meetings, speaker programs, and internal leadership meetings, with a strong focus on global regulatory requirements, transparency reporting, and cross-border compliance standards.

He is known for building high-performing, compliance-trained teams and operational models that balance service excellence with margin protection, risk mitigation, and client governance. In partnership with executive leadership, he ensures AMI's delivery approach remains aligned with evolving regulatory expectations and approved technology platforms.

John lives in Fort Lauderdale, Florida, with his husband, Bob Swindell, three Labrador Retrievers, and a cat. His personal interests include volunteering with Sunshine State Labrador Retriever Rescue and advocating for the preservation of South Florida's historic mid-century architecture.