Chris Herschend is Vice Chairman of Herschend Enterprises, the largest family-owned themed attractions company in the US. Separately, Chris is also the majority owner and President of Ride The Ducks International, the world’s largest operator and licensor of amphibious sightseeing tours with 7 locations across the United States & Guam.

In addition to their operating business, the Herschend family invests together through Covenant Capital, LP and gives together through The Neighbor Company; both designed to help the family meet its primary objective of staying “Family Held Forever.”

Chris has been elected by the shareholders to serve on the Herschend board of directors since 1997 and has served on the board’s audit, compensation, and governance committees. Earlier in his career, Chris worked for Coca-Cola, Cox Communications, and an Atlanta venture capital firm. He earned both his BA (1995) and MBA (2003) from Emory University in Atlanta.

Chris & his wife Ashley have four children and live in Atlanta. His current & past affiliations include the International Association of Amusement Parks & Attractions (IAAPA), Young Presidents Organization (YPO), Ungerboeck Software International, Whitefield Academy, The Church of the Apostles (Atlanta), and Passion City Church.