



## Thomas King

### President, Data & Analytics Division and Chief Product Officer

J.D. Power

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Thomas King is President, Data & Analytics Division and Chief Product Officer at J.D. Power. He is responsible for the overall strategic direction of the company's growing D&A segment, including oversight of revenue and profitability; business development initiatives; marketing; budget management; new product development and execution; and other general operational plans.

He regularly provides perspective on the state of the automotive industry in media outlets like *Forbes*, *MSN* and *CNBC*.

Most recently, King served as Vice President, PIN OEM Operations, Digital Marketing Analytics, and Auto Finance. In this role, he led the company's newly combined PIN, Digital Marketing Analytics and Auto Finance practices. Previously, he was the Senior Director of PIN Consulting & Analytics and was responsible for the ideation, creation and delivery of all PIN client-facing services including analytical reports and consulting services.

Prior to joining J.D. Power in 2005, Mr. King was in Global Market and Industry Analysis at General Motors. There, he analyzed the U.S. automotive industry, focusing on sales, pricing and incentive dynamics.

Mr. King received a master's degree in economics, management and materials science from the University of Oxford in England.