

Jacob George to Lead J.D. Power Asia Pacific Operations

Primary Objective to Help OEMs Measure, Improve Customer Satisfaction

COSTA MESA, Calif.: 21 Feb. 2017— **Jacob George**, a 16-year veteran of J.D. Power, has been appointed vice president and general manager of Asia Pacific operations based in Shanghai, China, effective March 1. In this role, George will draw on his significant manufacturing, product development and retail experience to advise client companies seeking consumer insights that will help improve their business.

George will oversee J.D. Power's growing business in Asia Pacific countries, including China, Japan and India.

Previously, George was vice president and general manager of global consulting services, responsible for managing the global quality improvement advisory services in the Americas, Europe and Asia. He has more than 30 years of experience in the automotive industry and has served in a number of roles worldwide, including a five-year tour as managing director of China operations. There, his responsibilities included the oversight of benchmark research, proprietary studies and advisory services.

"Jacob is uniquely suited for this role, given his previous success in China and his broad global experience," said **Finbarr O'Neill, president and CEO**. "The Asia Pacific region offers tremendous opportunities for J.D. Power to provide clients with our unparalleled consumer insights, and we have complete confidence that Jacob can effectively lead the team."

George also served in the company's Germany office where he facilitated quality improvement—from product development through the retail process—for an auto manufacturing company. Prior to that, he served in the Michigan office, where he managed a staff of research and consulting professionals focused on improving the product quality performance at large U.S. and European vehicle manufacturers. George also spent 15 years at General Motors in a variety of positions, moving from advanced engineering to manufacturing to strategic planning to marketing and forecasting.

"Asia Pacific has so many exciting markets—including the world's fastest-growing automotive market—so I'm eager to work with our talented associates to help the region flourish," George said. "When companies want to improve customer satisfaction in the midst of so much industry disruption, our goal is to make J.D. Power the solution."

George received both a bachelor's and master's degree in electrical engineering from Purdue University and an MBA from the University of Michigan. He is a licensed Professional Engineer in the state of Michigan and holds two patents in advanced manufacturing technologies.

J.D. Power is a global leader in consumer insights, advisory services and data and analytics. Those capabilities enable J.D. Power to help its clients drive customer satisfaction, growth and profitability. Established in 1968, J.D. Power is headquartered in Costa Mesa, Calif., and has offices serving North/South America, Asia Pacific and Europe.

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