



## Jay Meyers, Ph.D.

### Vice President

J.D. Power

Jay Meyers is Vice President of the Analytical Center of Excellence Division at J.D. Power. He leads a team of advanced data scientists and industry experts responsible for developing empirical standards for research, advanced data analytics and development of industry-specific insights across the company.

Since joining J.D. Power in 2001, Dr. Meyers has been instrumental in developing many of the key analytical approaches and tools, such as Power Circle Ratings,<sup>™</sup> Diagnostic Simulators and Brand Power. He was also the lead scientist in the design of several key flagship studies, including the *Retail Banking Satisfaction Study* and *Auto Insurance Study*. Recently, he spearheaded the design and implementation of J.D. Power's mobile survey approach.

Dr. Meyers earned his doctoral degree in quantitative psychology from the University of Virginia.