

### **Bernardo Rodriguez Joins J.D. Power as Chief Digital Officer**

Digital Leader to Fast Track Growth Opportunities through Digitization, Data and New Consumer Products

**COSTA MESA, Calif.: 8 Aug. 2017** — Bernardo Rodriguez, a business, technology and product design leader, has been named to the newly created position of Chief Digital Officer at J.D. Power, the global leader in consumer data & analytics and advisory services.

Rodriguez will be responsible for advancing J.D. Power's digital transformation with responsibility for new product development, branding, marketing and mergers and acquisitions. In this role, Rodriguez will be responsible for the design and content of J.D. Power's digital interface with clients and consumers, reporting directly to **Finbarr O'Neill, Chief Executive Officer and President**.

"Bernardo is an accomplished business leader with proven experience to accelerate transformation of businesses through the development of data and analytics, strategic products and capabilities that drive growth opportunities," O'Neill said. "Bernardo has the ideal background to integrate various data sources into a holistic view of the consumer."

Rodriguez joins J.D. Power from Huge, the global full-service digital agency, where he served as Managing Director of Strategy, partnering with Fortune 100 companies on the design and execution of product and brand strategies, enterprise transformation and innovation. At Huge, he led projects on digital transformation and experience strategy for a \$12 billion Canadian telecom company, product strategy for a \$30 billion global financial institution, and a small business segment digital strategy for a \$120 billion U.S. telecom company.

"I have always admired the spirit of innovation that J.D. Power brings to the industry through its continued technological advancements and unmatched data and analytics capabilities," Rodriguez said. "I look forward to bringing my digital expertise and vision to my new role and contributing to the future successes of J.D. Power."

Previously, Rodriguez served as a Managing Director at Accenture, the global management consulting and professional services company, where he led the firm's North American Digital Strategy Practice for telecommunications, media and technology. His client work included a \$140 billion global industrial company, a \$68 billion global financial institution and a \$30 billion U.S. telecom company. His engagements focused on user-centric transformations and IOT strategy, leading teams in mergers and acquisitions, operating model transformations, digital strategies and innovation.

Earlier, Rodriguez served as Chief Digital Officer at Kaplan Test Prep, a top provider of educational and career services, where he was responsible for digital transformation in technology, data science, user experience, online learning, Kaplan publishing and innovation.

“Bernardo is joining J.D. Power at a critical time of digital and technological expansion of the business,” said **Joseph Pacini, Chief Executive Officer of XIO Group**. “I am confident that his perspective and capabilities will further boost J.D. Power’s digital footprint as an industry leader and quickly build new growth opportunities for the platform.”

Rodriguez holds a bachelor’s of science degree in electrical engineering from Universidad Rafael Urdaneta in Venezuela and a master’s degree and Ph.D. in computer engineering from the University of Colorado. He is fluent in English and Spanish.

See the online press release at <http://www.jdpower.com/pr-id/2017163>.

**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. J.D. Power is a portfolio company of XIO Group.

**XIO Group** is a global alternative investments firm headquartered in London with more than \$3.2 billion of committed capital that employs an international team of more than 70 professionals. Representing more than 15 nationalities among its employees and its network of advisors, the firm has operations in the United Kingdom, Germany, Switzerland, Hong Kong and mainland China. With a seasoned international investment team that includes professionals with experience working at many of the world’s leading private equity firms, XIO Group seeks to deploy its capital for global transactions. XIO Group’s strategy is to identify and invest in market-leading businesses located across North America and Europe and help these companies to capitalize on untapped opportunities in fast growing markets, particularly in Asia. XIO Group is led by its four founders: Athene Li, Joseph Pacini, Murphy Qiao and Carsten Geyer. For more information, visit: [www.xiogroup.com](http://www.xiogroup.com).

## **Media Relations Contacts**

### **J.D. Power**

Geno Effler; 714-621-6224; [media.relations@jdpa.com](mailto:media.relations@jdpa.com)

### **XIO Group**

Brian Shiver; 212-850-5683; [brian.shiver@fticonsulting.com](mailto:brian.shiver@fticonsulting.com)

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