



Rich Bongiorno

Managing Director, Customer Experience (CX) Solutions

J.D. Power

Rich Bongiorno is Managing Director, Customer Experience (CX) Solutions at J.D. Power. He is responsible for the management of the company's Customer Experience Management product, including the Voice of Experience (VoX) data and analytics technology platform, which is J.D. Power's solution for customer experience management. In this role, he sets the strategic direction and product development road map in this space for J.D. Power. Additionally, he supports business development efforts as a subject matter expert within the organization.

Mr. Bongiorno joined J.D. Power in 1998. Prior to his role in Product Management, he led a global business transformation initiative for J.D. Power, which focused on improving the way the company designs, executes and delivers its syndicated and proprietary data and insights products to the market. This initiative involved global teams across the company organized into work streams.

Earlier at J.D. Power, Mr. Bongiorno held several roles of increasing responsibility across several syndicated and proprietary research engagements. He was responsible for the management and execution of some of the company's most respected and watched syndicated studies across the automotive industry.

On the proprietary side of the business, Mr. Bongiorno has been responsible for some of J.D. Power's largest and most complex proprietary tracking engagements across several different industries. During his tenure in this role, his team was nominated for and received the American Honda Premiere Partner Award multiple times.

Mr. Bongiorno received an MBA from Pepperdine University. He holds a certificate in Pragmatic Product Management and a Lean Six Sigma green belt certification.