



## Geoffrey Mortimer-Lamb

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Geoffrey Mortimer-Lamb is a Vice President, Global Product Consulting at J.D. Power, where he works directly with automotive clients in all major global markets on improving product quality and business performance. His responsibilities include product strategy and development, engineering, supply base, manufacturing and information systems.

Before joining J.D. Power in 2003, Mr. Mortimer-Lamb was with J.D. Power Asia Pacific for 4 years, providing companies in Japan with market research and consulting services. Additionally, he initiated, launched and managed the *Sales Satisfaction Index Study* and *Customer Satisfaction Index Study* in Japan.

Mr. Mortimer-Lamb earned a bachelor's degree in English (specializing in business communications) from the University of Victoria in Canada.