



## Bob Neuhaus

### Vice President, Banking and Credit Card

J.D. Power

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Bob Neuhaus joined Financial Services Intelligence at J.D. Power in 2017 to work with U.S. and Canadian banks and U.S. credit card issuers across multiple studies. He is responsible for syndicated and proprietary studies in the banking industry including the new *Direct Banking Satisfaction Study*, the *Banking Mobile App Satisfaction Study*, the *Credit Card Mobile App Study* and the *Small Business Banking Satisfaction Study*.

Mr. Neuhaus has more than 30 years of experience in banking, customer experience and marketing strategy. Prior to joining J.D. Power, he was Senior Managing Director at Acxiom Corporation. Previously, Mr. Neuhaus served as Global Finance Sector Head and Executive Vice President for TNS and as Principal of Greenwich Associates, where he leveraged large scale syndicated and proprietary research programs in retail, small business and middle market banking to help leading financial services companies with a broad range of strategic issues. Prior to his work in market research Mr. Neuhaus was a senior executive with M&T Bank and a Vice President with J.P. Morgan.

Mr. Neuhaus earned a Bachelor of Arts degree in Public Policy magna cum laude from Duke and an MBA from New York University's Stern School of Business.