



## Matthew Racho

### Managing Director, Business Development and Configuration Solutions

J.D. Power

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Matthew Racho is Managing Director, Business Development and Configuration Solutions at J.D. Power. He leads the team responsible for developing and executing PIN's retail strategy and business performance, focused on solutions to assist automotive retailers with insights that will drive decisions to improve sales and profitability.

Prior to his current position, Mr. Racho was responsible for the sale and delivery of information, real-time sales and marketing information, intelligence and insights that enable clients to realize business goals by selling the right products to the right customers at the right time and for the right price.

Prior to joining J.D. Power in 2000, Mr. Racho worked in roles at EDS, Detroit Diesel and Dialogue Marketing, gaining experience in marketing, product development, production system controls and optimization.

Mr. Racho received a bachelor's degree from Eastern Michigan University and an MBA from The Eli Broad Graduate School of Management at Michigan State University.