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Brian Terr

Head of Inventory Data Sales

J.D. Power

Brian Terr is the Head of Inventory Data Sales for the Autodata Solutions Division of J.D. Power.

Brian has spent nearly 20 years in the automotive industry developing strategic business relationships with the industry's top companies and has also run several national sales teams. Most recently, Brian became co-founder and the President of Inventory Command Center (ICC), which was acquired by Autodata Solutions in July of 2020. Inventory Command Center is an industry-leading vehicle inventory management platform that directly and efficiently aggregates millions of VINs from thousands of dealers, normalizes the data on the fly and then delivers it via a near-real-time API.

Prior to co-founding ICC, Brian was VP of National Accounts and Business Development for Edmunds.com. He was responsible for managing a sales team that worked with large dealer groups across the country, while also developing and managing the company's partnerships. Brian was also an early member of the company's OEM advertising sales team where he helped grow Edmunds OEM annual advertising business from \$20 mm to more than \$100 mm.

Before Edmunds, Brian was Vice President of Marketing and Communications at Creative Planet, Inc., a leading entertainment technology company.

Brian earned his bachelor's degree from the University of Central Florida. While in school, he was an NCAA Division I football player, lettering as a placekicker and designated as a team captain.

