



David Senter

Director, Business Development

J.D. Power

David Senter is a Director of Business Development for the Autodata Solutions Division of J.D. Power.

David owns the business portfolio of e-commerce products relating to parts and accessories. He is responsible for growing the business and managing the product road map. David oversees, manages and develops a team of national account managers and helps them deliver ongoing customized training and support to OEM clients across the U.S. He works onsite with vendors, OEMs and dealers to identify business requirements, drive product optimization/strategy, support solution design, solve business/technical issues and deliver products that exceed client expectations.

Over the course of David's career, he has developed a unique fusion of digital marketing, strategy, account leadership, branding, client/vendor management, production/project management and operations expertise.