

Jeff Grice

VP, Strategic Development

J.D. Power

Jeff Grice is a Vice President of Strategic Development for J.D. Power, specializing in the brand's UnityWorks video campaigns.

Jeff's role focuses on guiding agencies, marketing firms and brands to enhance their lifecycle marketing programs with data-driven personally relevant video experiences. The ultimate goal is to create a confluence of omni-channel communication strategies with personalization across all channels to deliver unique and compelling modern customer experiences. Jeff has developed and led many successful T1 and T2 strategic partnerships including Epsilon, Shift Digital, Affinitiv, Agency720, Mindstream Interactive and Dialogue Direct.

Prior to his current role, Jeff held executive leadership positions with key marketing agencies including Senior Vice President of BBDO, Senior Vice President of Wunderman, Chief Operating Officer at Pitney Bowes Marketing Services and President of Niche Retail. Additionally, Jeff has served on several merger and acquisition initiatives with proven experience in business turnaround/transformation.

Jeff resides with his family in Harrison Township, Michigan. In his spare time, Jeff enjoys boating, classic cars and is president of his local classic car club.