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Marianne Tappy

SVP, Digital Strategy

J.D. Power



Marianne Tappy has over 20 years' experience leading retail and customer experience transformation in corporate and start-up environments. Prior to joining Autodata Solutions, Marianne held executive roles at FordDirect where she grew the digital products portfolio, designed a dealer support structure and re-designed online shopping tools to bridge the brand-to-retail experience. She has a unique perspective having worked at a digital agency, an automotive supplier and at multiple OEMs. Marianne holds an MBA from The Wharton School, an MS in manufacturing from The University of Michigan and a BS in Mechanical Engineering from Kettering University.

