



## Nicole Tapp Nicholson

Senior Account Director

J.D. Power

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Ms. Nicholson is responsible for business development, client success and account management for key strategic relationships across a wide spectrum of industries, including healthcare, senior living, retail, and professional sports.

Ms. Nicholson works collaboratively with clients to understand goals and information gaps to align their needs to J.D. Power's Voice of the Customer Solutions Portfolio which includes: measurement and management tracking, mystery shopping, contact center solutions, customer experience assessment, and research and analytics support.

Prior to joining J.D. Power in 2015, Ms. Nicholson spent 10+ years working extensively with large major retailers and manufacturers across the home improvement and consumer durables industries.

Ms. Nicholson received a bachelor's degree in business administration and marketing from the University of Kentucky and an MBA from Bellarmine University in Louisville, Kentucky.