



## Michael Taylor

### Practice Lead

J.D. Power

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Michael Taylor is Practice Lead for Travel Intelligence at J.D. Power. He is responsible for providing industry thought leadership and business improvement recommendations to the company's clients in the airline, airport, and car rental segments. He works with airports around the world including JFK, Newark Liberty, La Guardia, Portland (OR), San Diego, Tokyo Narita and the Aeroports de Paris (Charles de Gaulle and Orly). Additionally, he develops insights on other airport topics such as concessions, services and security. Mr. Taylor has also worked with nearly all major North American air carriers and major rental car companies to measure and manage customer satisfaction and loyalty.

Mr. Taylor founded and led the Travel Practice at J.D. Power from 1998 to 2004, and rejoined J.D. Power in 2017. Previously he worked as a consultant to academic medical centers (M.D. Anderson and The Mayo Clinic) and oilfield service providers (Halliburton, Baker Hughes, and Schlumberger). Prior to that, he worked in television advertising research, where he analyzed and consulted on major advertising efforts for companies such as SmithKline Beecham, S.C. Johnson, Frito Lay and General Motors, focusing on "persuasion shift" and market share. He began his career in the consumer packaged goods industry at companies such as Alberto-Culver, Ralston Purina, and Abbot Laboratories.

Mr. Taylor earned a bachelor's degree with honors from Indiana University and a master's degree in business administration from the University of Chicago.