



## Craig Martin

### Managing Director and Global Head of Wealth & Lending Intelligence

J.D. Power

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Craig Martin is the Managing Director and Global Head of Wealth & Lending Intelligence at J.D. Power. During his tenure at J.D. Power, Mr. Martin has also served as the Mortgage and Wealth Management practice lead and led various cross-industry initiatives.

Mr. Martin is the author of numerous articles and reports on the evolving foundations of customer experience; links between customer satisfaction and business success and key challenges facing the Financial Services industry. In 2016, he was named to HousingWire Magazine's Rising Stars list recognizing 50 young leaders energizing the housing economy. Mr. Martin's career spans over 20 years in the financial services, customer experience and research industries.

Before joining J.D. Power, Mr. Martin was Vice President, Consumer Deposit Products at BBVA Compass, and a Vice President at Regions Financial Corporation, where he served in various roles in both consumer and commercial lines of business, with a focus on customer experience, research, analytics and strategy.

Mr. Martin received a bachelor's degree in economics from Vanderbilt University and an MBA from Terry College of Business at the University of Georgia.