

Melissa Tester

Senior Manager, Strategic Accounts

J.D. Power



Melissa Tester a Senior Strategic Accounts Manager for J.D. Power, specializing in the brand's UnityWorks video campaigns.

Melissa manages a team responsible for the monthly campaign delivery for several leading OEMs. With a passion for growing business through video advertising, Melissa works closely with her clients to achieve real measurable ROI. Under her leadership, the UnityWorks campaign division has grown significantly, and she continues to expand the brand's partner relationships into new business segments.

Melissa has over 15 years in account management experience with 10 years focused exclusively on automotive. Previously, she held various positions focused on thermal management with Henkel, formerly The Bergquist Company. As a Global Account Manager in the automotive segment, she worked with auto manufacturers at the design level.