



Dann Allen

Senior Director, Banking and Payments Intelligence

J.D. Power

Dann Allen joined Financial Services Intelligence at J.D. Power in 2021 to work with U.S. banks using multiple industry benchmark studies, proprietary research, consulting and performance improvement programs to support clients focused on improving the customer experience.

He is a Customer Experience leader with a successful record in multiple organizations for creating and delivering strategies with tangible improvements that increase client advocacy, satisfaction, retention, revenue, and employee engagement. Mr. Allen has more than 30 years of experience in banking, customer experience, and communications.

Prior to joining J.D. Power, he served as Client Experience Executive at MUFG Union Bank, N.A. leading the Customer Experience program for Retail, Small & Middle Market Banking, Commercial Banking, and Wealth clients. Previously, he was Head of Consumer Customer Experience at Bank of the West. In both organizations he led wide-scale customer experience transformation programs. Mr. Allen was also Head of Experience Design and Member Outbound Communications for AAA leading cross-functional initiatives that improved multi-channel experiences. Before AAA, he held executive positions in customer experience for telecommunications and consulting companies based in the United States and Western Europe.

Mr. Allen is fully certified by the Medallia Institute in Customer Experience Management. He received a bachelor's degree in Communications - Journalism from Shippensburg University.