



## Brad Korner

Sr. Director, Incentive Products

J.D. Power

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Brad Korner is the Senior Director of Incentive Products for J.D. Power. Brad is responsible for the ChromeData Lender Desk solution with support through the product, sales and client success teams.

Brad has extensive career experience within automotive retail technology providers and leads research and delivery of key data solutions needed to support OEMs, software developers and integrators for in store and online vehicle pricing and payment software applications. His additional focus is on successful client implementation and delivery success of ChromeData Lender Desk. Brad has a deep commitment and dedication to the success of J.D. Power's automotive technology partners, their dealer clients and automotive consumer market.

Brad holds a BS in Business Administration from Bowling Green State University, Bowling Green, OH.