

## **J.D. Power Names Joshua Peirez New CEO**

Current CEO Dave Habiger Appointed Vice Chairman

**TROY, Mich.: 16 May 2025** — J.D. Power today announced that Joshua Peirez will assume the role of President and CEO of J.D. Power, guiding the company in its next phase of growth as a global data, analytics and software leader. Dave Habiger, who has served as J.D. Power President and CEO since 2018, has been appointed Vice Chairman and will assist Peirez through the transition.

A veteran data-driven technology company leader, Peirez joins J.D. Power from Sterling Check Corp., a global provider of technology-enabled background and identity verification services, where he served as CEO and Director beginning in 2018. Peirez played an instrumental role in driving the company's impressive growth through its initial public offering in 2021 and its combination with First Advantage Corporation in 2024.

J.D. Power is in its fifth consecutive year of strong growth, continuing its focus on working with clients to address their most important challenges. Over the past seven years, under Habiger's leadership, J.D. Power has successfully transformed from a benchmarking company to a leading provider of data, analytics and decisioning software in the automotive segment and other key industries. During this time, the company tripled its size and substantially expanded its proprietary automotive datasets and has created a vast network of thousands of talented employees across the globe.

"I am enormously proud of the trajectory we are on and am excited for Josh to lead the company in its next phase of growth," said Habiger. "We recognized early on that robust, trusted data and proven insights would be the key for our customers to unlock value from J.D. Power's predictive analytics and AI-powered solutions. We've never been better positioned to capitalize on our industry leadership, with Josh having the ideal background to drive continued growth."

"J.D. Power is a world-renowned brand that has developed some of the most powerful datasets, analytics capabilities and software solutions used in the automotive industry today. The company also has deep industry intelligence and a team of experts who understand the intricacies of the key industries in the automotive ecosystem," said Peirez. "I look forward to building on the amazing company Dave and his team have developed to fuel its continued expansion and deepen its value to our customer base."

Prior to his experience at Sterling Check Corp., Peirez served as President and Chief Operating Officer at Dun & Bradstreet, a global provider of business decisioning data and analytics. He joined Dun & Bradstreet following a decade at MasterCard, where he served most recently as Chief Innovation Officer for MasterCard Worldwide.

### **About J.D. Power**

**J.D. Power** is a global leader in automotive data and analytics, and provides industry intelligence, consumer insights and advisory solutions to the automotive industry and selected

non-automotive industries. J.D. Power leverages its extensive proprietary datasets and software capabilities combined with advanced analytics and artificial intelligence tools to help its clients optimize business performance.

J.D. Power was founded in 1968 and has offices in North America, Europe and Asia Pacific. To learn more about the company's business offerings, visit [JDPower.com/business](http://JDPower.com/business).

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