



## Craig Martin

### Executive Director, Insurance Intelligence

J.D. Power

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As the Executive Director of the Global Insurance Intelligence Practice at J.D. Power, Craig Martin's decades of experience in the financial services sector, customer experience, market research and data analytics provide him with a unique perspective that helps insurance organizations evolve with consumer expectations. With Martin's extensive experience combined with years in behavioral finance and psychology, he is dedicated to driving positive change in the insurance industry by helping carriers better serve their clients and produce better business outcomes by incorporating consumer-driven data.

Since joining J.D. Power in 2012, Craig has created multiple syndicated studies while working closely with many leading financial services and insurance brands to create change and strong results. His current focus areas include life insurance, annuities, agent experiences and home insurance. Craig has been a featured contributor in numerous national news outlets such as Barron's and Plan Adviser, where he provides a unique perspective on the intersection of customer experience, human behavior and how these factors impact business success. He is also a frequent speaker at industry events and conferences where he has covered a variety of topics including ways to optimize the balance of human and digital experiences to maximize client loyalty with finite resources.

Leveraging his experience in technology, market research and data analysis combined with real-world business experience he helps strategic partners drive positive change. By understanding business goals, end-user needs and relating those to the available data and technology resources, Craig bridges the gap between strategy and execution. His expertise has guided numerous improvement initiatives with organizations seeking to differentiate themselves and leverage technology effectively to deliver exceptional service.