



Keith Bossey

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Keith Bossey is the Managing Director, Global Business Intelligence at J.D. Power. He is responsible for creating value for clients in the wealth management, auto finance and home lending industry in North America and banking and payments industries in Canada. He leads the sales team to achieve excellence for brands through benchmarks, performance improvement programs, analytics, and certification. His areas of focus also include CX, employee engagement, operational effectiveness, brand messaging, UX, and Innovation.

Brands leverage Bossey's extensive background in innovation, marketing, sales, customer and user experience in the financial industry to provide best-in-class financial services. Before joining J.D. Power, Bossey served as Senior Vice President at GfK where he led the financial services practice in North America and managed a portfolio of Fortune 1000 clients.

He earned his bachelor's degree from Binghamton University with a dual concentration in Marketing and Finance.