



## David Barks

### Product Portfolio Director

J.D. Power

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David Barks is a Product Portfolio Director in the Autodata Solutions Division of J.D. Power. David oversees a suite of products that power vehicle merchandising tools and research experiences, including Incentives, Imagery and Compare solutions. In partnership with the Product Development Director, he leads development teams that deliver high quality and reliable solutions for our partners while managing the product roadmap to grow with industry and partner needs.

David has focused the majority of his career in the automotive sector, helping launch multiple online start-ups designed to provide unique and innovative research and shopping experiences. Following graduation from university, he served two contract terms with J.D. Power in their New Homebuilder Study division. Quickly transitioning into the automotive industry as a vehicle data and pricing analyst, he quickly began focusing on creating automated solutions to streamline and enhance tools and reporting solutions. Whether acting as a data architect, business analyst, overseeing data operations or as a Product Portfolio Director, David understands the importance of providing solutions that are focused on solving our customer's problems.

David holds a bachelor's degree from the University of California Santa Barbara.