



Emily Jordan

Director, Consumer Insights

J.D. Power

Emily Jordan is a Director for Consumer Insights at J.D. Power. She is responsible for delivering story-driven data analysis and thought leadership in the healthcare, insurance, and finance industries to help clients drive growth and profitability.

Prior to joining J.D. Power in 2018, Ms. Jordan was a Research Director at Lieberman Research Worldwide (LRW), a collaboration of data-driven companies known for helping clients solve complex business challenges. Before LRW, she was a Deputy Director of Advancement at the University of Southern California (USC), where she led marketing activities and raised funds for the university. Ms. Jordan worked for several other not-for-profit organizations before her work at USC, where she led marketing activities and directed programs.

Ms. Jordan earned a bachelor's degree in rhetoric from the University of California, Berkeley; and a master's degree in business administration (MBA) from the University of Southern California.