



## Jim Miller

### Vice President and Practice Lead

J.D. Power

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Jim Miller is the Vice President and Practice Lead of Banking and Credit Card at J.D. Power. He oversees the company's industry benchmark studies, proprietary research, consulting and performance improvement programs focused on improving the customer experience.

Mr. Miller has more than 25 years of experience in both banking and customer experience. Prior to joining J.D. Power in 2012, he served as president of Prime Performance, Inc., a provider of customer experience research and measurement systems specifically designed for financial institutions. Previously, he was a senior vice president at SunTrust, where he managed retail banking analytics, including branch performance analysis and reporting, branch staff modeling and sales goal and incentive management. Additionally, he directed the units responsible for branch network planning and customer/marketing information. Before SunTrust, he held management positions at NationsBank and Bank One.

Mr. Miller received a bachelor's degree in finance from The College of William & Mary and an MBA from the University of Virginia Darden School of Business.