

Nathan Hood

Group Account Director

J.D. Power



Nathan (Nate) Hood is a Group Account Director – Planning Services for the Autodata Solutions division of J.D. Power.

Nate formally leads the sales, product and client service functions for Autodata’s AutoPlanner, Incentivewatch and Incentive News products. He has nurtured a large customer base within the United States and Canada, helping AutoPlanner achieve approximately 90% market share within the OEM community.

Nate has a rich automotive experience with General Motors, Saab and Fiat Chrysler Automobiles where he served in a variety of senior analyst and managerial roles in the Pricing, Incentives, Remarketing and Operations. Nate not only understands the power of data-driven applications such as AutoPlanner but also how to implement and understand the output to achieve the ideal price/value relationship.

Nate joined Autodata in 2012 and holds a bachelor’s degree in marketing from Oakland University in Rochester, Michigan.