



## Dave Sargent

### Vice President, Global Automotive

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Dave Sargent is Vice President, Global Automotive at J.D. Power. He oversees all of the company's vehicle quality research globally, including the *Initial Quality Study (IQS)*; *Automotive Performance, Execution and Layout (APEAL) Study*; and *Vehicle Dependability Study (VDS)*, as well as vehicle quality tracking studies.

Previously, Mr. Sargent was vice president, U.S. Automotive Research at J.D. Power, responsible for all syndicated research in the U.S. market. Prior to that, he was the practice leader of J.D. Power's European operations, where he established the company's London office in 1995. Earlier, he worked in the company's headquarters in California, and was responsible for the *Initial Quality Study* and a number of proprietary quality studies.

Before joining J.D. Power in 1992, Mr. Sargent worked for a UK consulting firm specializing in competitor analysis, as well as for Ford of Europe and the Rover Group.

Mr. Sargent holds a bachelor's degree in economics from the University of York and an MBA from Manchester Business School, both in the UK.