



Andrea Stokes

Practice Lead, Hospitality

J.D. Power

Andrea Stokes joined J.D. Power as Practice Lead, Hospitality in September 2019. She is responsible for ensuring J.D. Power brings relevant and high-quality intelligence to clients in the Lodging and Senior Living sectors. She provides J.D. Power clients with hospitality industry expertise and thought leadership, as well as expertise in customer experience management.

Prior to J.D. Power, Andrea was with Marriott International's CX and Innovation division where she oversaw brand health measurement programs, as well as Marriott's customer insights platforms. Before joining Marriott, Andrea was Vice President - Travel and Hospitality at Ipsos, the well-known global research and polling firm. There she oversaw CX and marketing insights programs for clients in lodging, air transportation, cruise, and destination marketing. Andrea is also the former Director of Research at the U.S. Travel Association.

Andrea earned an M.B.A. at Georgetown University and a B.A. in Management at the College of St. Benedict.

Andrea has presented at many travel industry and other conferences. She is also a Certified Hospitality Educator and Adjunct Lecturer in Hospitality Management. She resides in the Washington D.C. Metro Area.