



Chris Sutton

Vice President, Automotive Retail

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Chris Sutton is Vice President, Automotive Retail at J.D. Power. He is responsible for the company's U.S. syndicated retail studies, *Sales Satisfaction Index (SSI)* and *Customer Service Index (CSI)*. Additionally, his team conducts proprietary research and tracking engagements, including sales rejecter, service defection measurement, and sales, service and Internet mystery shops. The team also conducts strategic consulting engagements that support client customer experience improvement, as well as numerous in-dealership consulting engagements resulting in demonstrated improvement.

Prior to joining J.D. Power in 2005, Mr. Sutton spent 12 years at Ford Motor Company in various field and corporate positions, gaining experience in sales, marketing, dealer franchising, vehicle operations and customer experience program management.

Mr. Sutton speaks regularly at automotive industry conferences and has been quoted in *The Wall Street Journal*; *The New York Times*; *Automotive News*; *The Washington Post*; and *USA Today*.

Mr. Sutton earned a bachelor's degree from Indiana University and an MBA from Miami University in Ohio.