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Tim Copacia

Executive Vice President, Strategic Development

J.D. Power

Tim Copacia is Executive Vice President of Strategic Development for J.D. Power, specializing in the brand's UnityWorks video campaigns.

Tim is responsible for driving revenue growth through strategic partnerships. He joined UnityWorks in 2011 to help elevate the company's technology and video content expertise to new levels. Tim was instrumental in leading the sale of UnityWorks to Internet Brands (Autodata Solutions) in 2015.

Tim is a multi-dimensional senior automotive marketing executive with expertise in all customer communication channels supporting Tier 1, 2 & 3 marketing. His 30+ years of experience includes Super Bowl ads, brand experiences and events, customer loyalty/lifecycle programs, and omni-channel marketing campaigns. Tim is a former agency leader and CEO who has successfully led diverse teams of professionals across several major agencies within three leading holding companies (Omnicom, WPP, Interpublic) overseeing their largest worldwide automotive accounts. He is an industry pioneer in Digital Marketing, CRM, Customer Experience Management, Data-Driven Personalized Video Experiences and Mobile-First Video Campaigns for automotive retailers.

Tim has written several thought-leadership articles on video marketing and authored a book titled "Truths in Advertising." He graduated from Wayne State University in Detroit, Michigan, where he played football for four years. Tim also completed executive studies at The Wharton School. In his free time, Tim enjoys golfing and performing classic tunes with his long-time singing group, The Heartbreakers.

