



## Michael R. Vermillion

### Vice President and GM

J.D. Power

Michael Vermillion is Vice President and GM, Travel Intelligence at J.D. Power. He is responsible for the growth of the segment's business by leading growth initiatives, key capability development and new market entry. Areas of responsibilities include strategic planning, new product development, sales enablement and strategic partnerships.

A key thought leader in the field of Customer Service Excellence, Mr. Vermillion is the co-author of the forthcoming book *J.D. Power's Guide to the Net Promoter Score®* and is a regular contributor to publications and blogs including *The Digital Customer*.

Mr. Vermillion brought to J.D. Power 25 years of experience in the strategy and product management fields. Prior to joining the company in 2015, he held executive roles in product, strategy, business development and consulting with Market Risk Partners, NAVEX Global, Dun & Bradstreet, Autobex, Salient3 Communications, Stern Stewart & Company and Procter & Gamble.

Mr. Vermillion is a former chairman, P&G Alumni of New York City and a member of the CFA Institute, the New York Society of Security Analysts, the Product Management Association and the American Marketing Association.

Mr. Vermillion received a bachelor's degree in mechanical engineering from the U.S. Naval Academy and an MBA in corporate finance from the University of Chicago.