



Craig Martin

Senior Director

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Craig Martin is Senior Director, Financial Services and Mortgage Practice Lead in the Services Industries Division at J.D. Power. He is responsible for the company's research studies in the mortgage sector, as well as proprietary tracking, consulting and performance improvement initiatives.

Before joining J.D. Power in 2012, Mr. Martin was vice president, Consumer Deposit Products at BBVA Compass. There, he was responsible for ongoing competitive evaluations of product sets, new product development and development of tools to aid in product sales, including product packages. Prior to BBVA Compass, he was a vice president at Regions Financial Corporation, where he served in various roles in both consumer and commercial lines of business, with a focus on customer experience, research, analytics and strategy. Previously, he was with Infosur Inc. and Aspect Communications.

Mr. Martin is a frequent speaker at mortgage-related conferences and events. For the past three years, he has been a featured speaker at the National Mortgage News Annual Mortgage Servicing Conference. He has also spoken at various Mortgage Bankers Association events and other industry-related gatherings. Additionally, he has been quoted as an industry expert in a number of major publications, including *USA Today*, *BloombergBusiness*, *The New York Times*, *HousingWire*, *Chicago Tribune* and *National Mortgage News*.

Mr. Martin received a bachelor's degree in economics from Vanderbilt University and an MBA from Terry College of Business at the University of Georgia.