



Christina Cooley

Practice Lead, @Home Intelligence

J.D. Power

Ms. Cooley is the Practice Lead of @Home Intelligence at J.D. Power. She oversees several, annual Syndicated studies, providing benchmarks for both manufacturers/brands (e.g., paint, appliances, windows) as well as retailers (e.g., home improvement, paint, appliances).

Ms. Cooley is responsible for identifying needs both within industries and for specific clients and then formulating solutions to help them achieve their strategic objectives. With a strong research background, she works closely with clients to translate research findings into key insights and recommendations. As clients have proprietary needs, Christina aligns solutions to meet their objectives: Strategy, Research & Benchmarks, Operational Analysis, Experience Management, Digital Intelligence, Analytics and Insights, and Innovation.

Ms. Cooley joined J.D. Power in 1996 with experiences spanning the automotive, healthcare, real estate, home improvement, and broader service industries. Christina's current role enables her to serve as a trusted advisor to clients, as she helps them to hear, understand and take action on the Voice of the Customer.

Ms. Cooley earned a bachelor's degree in business administration with an emphasis in marketing from California State University, Northridge.