



Jennifer White

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Jennifer White is a Senior Consultant in the Banking & Payments Intelligence practice at J.D. Power. She is responsible for syndicated and proprietary studies in the banking industry, including the *Mobile App and Online Satisfaction Studies* and the *Financial Health & Advice Program* in both the U.S. and Canada. This topic focus translates also to Jennifer's oversight of J.D. Power's Digital and Financial Health Certification programs.

Jennifer also works with clients to design proprietary engagements and oversees the incubator development of new products for the banking practice.

Jennifer's focus is to translate the research findings from J.D. Power programs into roadmaps for performance improvement and customer experience optimization.

Jennifer has over 20 years experience in market research with extensive industry background not only in financial services but also the healthcare industry. Prior to joining J.D. Power in 2012, Jennifer was the Director of Analytics at Escalant, formerly Market Strategies.

Jennifer has a Masters in Public Policy from the Ford School at the University of Michigan and a BA in Economics and Political Science from Kalamazoo College.