

Anderson Named Loyalty Director at Polk

Jeffrey Anderson has joined Polk, the global automotive market intelligence firm recently acquired by IHS, as director of Market Reporting Solutions.

In his new role, Anderson will lead Polk's Loyalty Solutions and Loyalty Management Practice, ensuring clients understand and leverage the organization's resources for owner loyalty measurement and improvement, together with conquering and retention strategies, as part of their business planning efforts.

Owners who repeatedly buy vehicles from the same automaker or brand provide an important source of ongoing sales and service revenue, said Polk spokesperson Michelle Culver.

Polk's Loyalty Management Practice will continue, enabling manufacturers, dealers and others responsible for developing automotive loyalty programs to effectively set benchmarks and manage owner loyalty through in-depth analysis of automotive shopping behaviors and related market influencers.

This promotion came on top of IHS's acquisition of R.L. Polk, which was completed earlier this year. R.L. Polk & Co. consists of two divisions – Polk and CARFAX – that provide actionable market intelligence, powerful tools and analytics and extensive vehicle history information, said IHS spokesman Ed Mattix.

He added that the combination of R.L. Polk & Co. with IHS Automotive creates a comprehensive capability that will significantly enhance customers' insights and decision processes across the full vehicle lifecycle with analytics from product planning through manufacturing, sales and into automotive aftermarkets.

"Now that R.L. Polk & Co. is part of IHS Automotive, their



Jeff Anderson

comprehensive information on vehicle registrations, ownership and repair allow us to offer automakers, automotive parts and technology suppliers and dealers an unparalleled suite of products and services that span from portfolio planning to the end of a vehicle's life," said Scott Key, IHS president and CEO.

"No one has connected automotive information so comprehensively in markets around the world, or created the analytics solutions and tools that we are currently developing to support the strategic decisions of our customers.

"With this acquisition, IHS truly becomes the scaled, global player in the capital-intensive automotive information industry, which also relies heavily on electronics, chemicals, plastics and energy," Key continued.

"The addition of Polk and CARFAX furthers our vision to become the source of information, insight, expertise and knowledge across all of our target industry sectors and to provide converged solutions that create exceptional value for customers."

"As OEMs continue to increase their focus on owner loyalty,"

said Edouard Tavernier, senior vice president at IHS Automotive, "we needed an individual to lead our fast-growing Loyalty Practice who offered strong leadership capabilities, a rich automotive analysis and marketing background, and a track record of developing advanced analytics solutions.

"Jeff's unique blend of skills and experience make him an excellent fit for this role and for our combined organization. I look forward to working with him as he further develops our Loyalty Practice."

Prior to joining Polk, Anderson served as director, Consulting and Analytics, at Experian Automotive where he conceived the company's patented loyalty methodology and suite of products and was responsible for overseeing significant improvement in business unit revenue during his tenure, Culver said.

He also served as director, Database Research and Analysis at Hamill, Thursam and Everett Performance Marketing where he managed all aspects of database and metrics design, strategic research and program assessment.

Anderson also served as vice president, Modeling and Research manager at BBDO/InterOne Marketing Group where he led the creation of Chrysler Group's first statistical segmentation models to be implemented within their owner database as well as managed research and analytic groups supporting all DaimlerChrysler Corporation customer relationship management activities, Culver said.

Earlier in his career, Anderson worked as a consultant and senior research analyst at Polk for eight years where he managed all aspect of the Analytic Consulting Team, including project flow and analyses.

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