



Ritu Asthana

Chief Marketing Officer

J.D. Power

Ritu Asthana is the Chief Marketing Officer at J.D. Power. She leads the company's overall marketing strategy as well as the public relations, event marketing, digital and web marketing, thought leadership, industry marketing and brand licensing divisions for the company globally.

Prior to J.D. Power, Ms. Asthana served as VP of Marketing for Technicolor's Entertainment Services and Corporate Marketing divisions.

Ms. Asthana also has a long history working in the Technology Sector during her 14-year career at IBM. She was previously WW Director for IBM's Enterprise Marketing Performance division. During her time at Big Blue, Ms. Asthana's portfolio included regional, corporate and worldwide IBM leadership roles in the company's Software, Advertising, Corporate and Growth Market divisions. Her expertise is global -- having led teams responsible for marketing programs in the 100+ countries in which IBM operates and inclusive of a three-year international assignment.

Before IBM, Ms. Asthana worked for American Express in their Corporate Marketing division.

Ms. Asthana holds a bachelor's degree in English from UCLA and an MBA in Marketing & Management from NYU (Stern School of Business).