



## Bernardo Rodriguez

### Chief Digital Officer

J.D. Power

---

Bernardo Rodriguez is the Chief Digital Officer at J.D. Power. He is responsible for advancing J.D. Power's digital and AI transformation and leads the company's Technology, Artificial Intelligence, Research, Innovation, CX Solutions and Consumer divisions.

Mr. Rodriguez joined J.D. Power in 2017 from Huge, the global full-service digital agency, where he served as Managing Director of Strategy, partnering with Fortune 100 companies on the design and execution of product and brand strategies, enterprise transformation and innovation. Previously, he served as a Managing Director at Accenture, the global management consulting and professional services company, where he led the firm's North American Digital Strategy Practice for telecommunications, media and technology. Earlier, Mr. Rodriguez served as Chief Digital Officer at Kaplan Test Prep, a top provider of educational and career services, where he was responsible for digital transformation in technology, data science, user experience, online learning, Kaplan publishing and innovation.

Mr. Rodriguez holds a bachelor's degree of science in electrical engineering from Universidad Rafael Urdaneta in Venezuela and a master's degree and Ph.D. in computer engineering from the University of Colorado. He is fluent in English and Spanish.