



## **MIKE COOPERMAN**



**Senior Director of Marketing  
J.D. Power Web Intelligence**

As senior director of marketing for J.D. Power and Associates' Web Intelligence division, Mike Cooperman directs all aspects of the division's marketing and promotion efforts from strategic development to tactical implementation.

Cooperman recently guided the design and development of the J.D. Power Business Center, a centralized Web portal for clients. He has led projects for high-profile clients such as Hyundai, Nissan, Edward Jones, Kyocera and Washington Mutual.

Prior to joining J.D. Power and Associates, Cooperman was a senior account executive at a boutique marketing company in Los Angeles. He previously spent several years working for a private consulting firm.

Cooperman earned an MBA from the University of Southern California and a bachelor's degree from California State University, Northridge.