



FORD MEDIA CENTER



Paul Ballew

Vice President and Global Chief Data & Analytics Officer, Ford Motor Company

Paul Ballew is vice president and Global Chief Data and Analytics officer, Ford Motor Company, effective June 1, 2017. At the same time, he also was elected a Ford Motor Company officer. In this role, he leads Ford's global data and analytics teams for the enterprise.

Previously, Ballew was Global Chief Data and Analytics officer, a position to which he was named to in December 2014. In this role, he has been responsible for establishing and growing the company's industry-leading data and analytics operations that is driving significant business value throughout the enterprise.

Prior to joining Ford, he was Chief Data, Insight & Analytics Officer at Dun & Bradstreet. In this capacity, he was responsible for the company's global data and analytic activities along with the company's strategic consulting practice.

Previously, Ballew served as Nationwide's senior vice president for Customer Insight and Analytics. He directed customer analytics, market research, and information and data management functions, and supported the company's marketing strategy. His responsibilities included development of Nationwide's customer analytics, data operations and strategy. Ballew joined Nationwide in November 2007 and established the company's Customer Insights and Analytics capabilities.

Prior to joining Nationwide, Ballew served as General Motors Corporation's executive director for Global Market and Industry Analysis. He was responsible for the company's research, consumer data and information, forecasting and sales, and customer, economic and industry analytic functions. He also directed the company's sales and marketing strategic planning activities in North America and served as a senior director for global product planning activities.

Prior to joining GM, Ballew was a partner for J.D. Power and Associates from 1995 to 1999. At J.D. Power, Paul was responsible for global analysis, forecasting and the establishment of the firm's consulting activities. During his tenure, he was the company's senior advisor on industry conditions and corporate strategies.

Before joining J.D. Power, Ballew was a research officer and senior economist with the Federal Reserve from 1988 to 1995, specializing on the automotive industry. Responsibilities included the oversight of the Fed's automotive research activities, serving as an advisor to the president of the Federal Reserve Bank of Chicago and advising the Board of Governors.

Ballew sits on the boards of Neustar, Inc. and Hyatt Hotels Corporation. He was born in 1964 and has bachelor's and master's degree in Economics from the University of Detroit.