
J.D. POWER

Anthony Tay Territory Manager Taiwan

J.D. Power Singapore Pte. Ltd., Taiwan Branch



Anthony spearheads J.D. Power's business efforts in Taiwan across all product lines (such as syndicated and proprietary research, tracking, retail consulting, digital solutions) to attain operational and financial performance improvements for clients.

With over two decades of market research experience, Anthony is well-versed in data analyzing, sales satisfaction, customer satisfaction, customer experience, product concept assessment, tracking, brand equity, advertising & communication, digital research and more.

Experience

Anthony was appointed as Territory Manager of Taiwan in February 2019 to grow J.D. Power's presence in the region.

Prior to joining J.D. Power, Anthony worked with Kantar Millward Brown, Synovate, Albatross CX and Acorn Marketing, in both Taiwan and Singapore.

Anthony has been exposed to various industries including automotive (such as 4-wheelers, lubricant, tyres and more), luxury goods (cosmetics, jewelry, fashion and more), services (telecommunication, banking and more) and FMCG. He is very strong in client engagement with in-depth, hands-on knowledge of back-to-front end market research processes.