

**Mark Luber****Senior Vice President and Chief Data Officer**

Mark Luber is chief data officer at Cox Automotive, where he leads Cox Automotive Data Solutions, a team of 150-plus experts, and works across Cox Automotive to unleash the power of its data assets.

In this role, Luber is responsible for Cox Automotive's data strategy, helping uncover new opportunities to monetize existing data and working to bring new data solutions to market. In addition, he leads Cox Automotive's data business, data roadmap and data governance.

Before joining Cox Automotive, Luber spent 15 years at LexisNexis Risk Solutions, where he established a long and successful track record of bringing differentiated solutions to market. During his decade and a half with the company, Luber held a wide variety of roles spanning technology and product management leadership, market and analytic strategy, and data acquisition. He built and led teams with a holistic perspective of the marketplace, market problems, data landscapes, and technical and analytical capabilities – all in service of driving outsized growth through new product innovation.

Most recently, Luber served as senior vice president of global product and analytics for the company, where he revolutionized product-market fit exploration and the application of analytics across the product portfolio. In that role, he also developed domestic and international information ecosystems that relied on data science and big data technologies to solve risk and compliance challenges for some of the largest institutions in the world.

For nearly 10 years, Luber had also served as an advisory board member for Neighborhood Nexus, a non-profit with a mission to bring data, research and knowledge that creates a data-driven decision-making culture in the Atlanta region.

Luber received a Bachelor of Arts in computer science from Harvard College and an MBA from Fuqua School of Business at Duke University.