



DAVID PORTALATIN



**Director of Industry Analysis
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David Portalatin has spent the past 14 years studying consumer purchase patterns and identifying trends in consumer behavior. As a result, Portalatin has observed that the American consumer's dependence upon the automobile is a key driver impacting how their dollars are spent. Whether fueling, maintaining, or accessorizing their cars, or fueling their body during a full day on the road, consumers' driving behavior is influencing a significant portion of their total buying power. Portalatin helps companies understand the marketplace and how consumer trends can impact their business. He is a frequent speaker at industry events and corporate meetings with retailers and manufacturers in the automotive aftermarket, motor fuels and convenience retailing industries.

Portalatin lives in Cypress, Texas just outside of Houston with his wife and four children.

The NPD Group is an innovative global market information company that leading manufacturers, retailers, resellers, distributors and operators turn to for essential market information across a broad range of industries. As the gold standard for measuring product movement and consumer behavior in each industry tracked, NPD offers unparalleled information for better business decisions.