



Independence drives us.



Behzad Rassuli
Vice President, Market Intelligence

Rassuli joined the Auto Care Association in 2014 and oversees the market intelligence department, including the *Digital Auto Care Factbook*.

Prior to joining the Auto Care Association, Rassuli spent more than four years conducting market research and strategy at CARFAX, helping to grow the company from a vehicle history report provider for a used car purchase, to a business providing value

to consumers and dealers throughout the entire vehicle ownership life cycle.

Prior to joining CARFAX, Rassuli spent five years at Arlington, Va.-based Corporate Executive Board and was responsible for competitive intelligence and corporate strategy, as well as having served in research functions servicing the company's executive membership base.