Access to Experts

Jana Fallon , Vice President, Executive Assessment & Recruiting , Prudential Financial Inc.

Dr. Fallon is the Vice President of Staffing and Executive Assessment for Prudential. Prudential is one of the world's largest financial services institutions with operations in the United States, Asia, Europe, and Latin America. Under her leadership, Prudential has transformed the way they attract and select talent for the company. In addition to taking an outsourced recruiting function into a high performing in-house delivery model, she also led design and launch of new employment brand for the company. She has designed and executed strategic sourcing initiatives, including a digital marketing strategy that includes leading practices within Social Media and Web 2.0 recruiting channels. She is now focused on the top of the house, finding innovative and science-driven methods of selecting the company's top executives and high potentials. Prior to joining Prudential in 2006, Dr. Fallon worked for American Express, where she held a series of roles, including the Director of Talent Acquisition, where she led the assessment function for the enterprise and the recruiting function for the Consumer Card business. Dr. Fallon began her career at an internet start-up in San Francisco, which has now evolved into an industry leading assessment consulting firm. Her experiences and expertise have led to many invitations to address a wide variety of business and professional audiences, discussing how companies can inject science into the art of talent management, and how individuals can more effectively communicate their value proposition to find their life's work. She holds a Ph.D. in industrial/organizational psychology and lives in New Jersey with her husband and two children.

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