

## Access to Experts



**Carol Robbins** , Chief Branding Officer , Prudential Financial, Inc.

Carol Robbins serves as Chief Branding Officer for Prudential Financial. In this role, she is responsible for developing, implementing, and overseeing the strategic direction of branding throughout the company. Providing ongoing stewardship for the brand, she is accountable for insuring the global brand strategy encompasses the approach for facing the market in all of Prudential's regions, defines the internal business processes that support successful brand building, and facilitates the development of a corporate culture that helps to enhance brand value over time. Robbins is also providing strategic leadership for the company's ebusiness Center of Excellence and web presence. Previously, Robbins served as chairman and CEO of Dryden Wealth Management Limited, the former international private client business of Prudential Financial. After repositioning, refocusing and strengthening the business, Carol successfully sold it at the end of 2005 to Fortis, a Benelux-based financial institution. Prior to this position, Robbins was the chief marketing officer for Prudential's international investments and securities operations. In this role, Robbins managed a wide range of global marketing and product management initiatives. Prior to this position, Robbins had responsibility for marketing and product development in the US Private Client Group of Prudential Securities. She joined Prudential in 1997 from R. R. Donnelley & Sons Financial Division, where she was Vice President of Marketing and Product Development. Among other innovations, Carol drove development and implementation of the first ever internet-based National Recognized Municipal Securities Information Repository. Carol was also a Group Marketing Manager for household brands and cosmetics at Benckiser Consumer Products, an independent Marketing Consultant and the Manager for Stagebill Theater Programs at Lincoln Center.

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