



Ted Smith

Vice President, Chief Communications Officer
Prudential Financial

Ted Smith is the Chief Communications Officer for Prudential Financial, a global Fortune 500 financial services company with leading businesses across insurance, retirement and asset management. In this role, he leads the company's global communications strategy, with responsibility for strengthening enterprise reputation, advancing executive visibility, overseeing crisis and issues management, and shaping communications that support business growth and stakeholder confidence. His remit also includes employee communications, change and transformation communications, and the implementation and governance of AI across the communications function to drive greater effectiveness, consistency and innovation at scale.

Prior to being named CCO in 2023, Ted was head of communications for PGIM, Prudential's global asset management business, where he led integrated communications across external positioning, executive visibility, employee engagement, crisis and issues response, and financial and transaction communications in support of a globally diversified \$1.4 trillion investment platform.

Ted joined PGIM in 2018 from financial services brand and communications consultancy Dukas Linden Public Relations (DLPR) where he oversaw the institutional asset management practice. In this role he was responsible for leading crisis and transaction communications, executive visibility and brand development on behalf of public and private asset managers, investment banks and diversified financial services firms.

Prior to DLPR, he held sales and trading positions within fixed income, commodity, and currency markets at Miller Tabak Roberts, MF Global, and Deutsche Asset Management. Mr. Smith earned a bachelor's degree in political science from Gettysburg College in 2004. He resides in New Providence, New Jersey with his wife and three daughters.

