

Jennifer Ball

Chief Marketing Officer
Franklin Templeton Investments

Jennifer Ball is the Global CMO for Franklin Templeton Investments, based in New York, New York. Her team contributes to Franklin Templeton's position as “trusted partner for what's ahead” through a data-driven marketing strategy. Accountable for brand, advertising & sponsorships, client marketing, product marketing, digital experience and analytics, the Marketing team runs integrated, customized campaigns that drive growth and nurture business around the world.

A career financial services marketer, Jennifer has a passion for insight-driven marketing through analytics and powerful content marketing and is currently obsessed with integrating AI into Marketing at Franklin Templeton. Prior to joining Franklin Templeton, she held marketing leadership positions supporting institutional and retail business at Fidelity Investments and Russell Investments. Her career also includes marketing agency account management, overseeing financial services accounts. Jennifer serves as the Co-Managing Director for Franklin Distributors, LLC. She sits on the FUSE advisory board and the MMI Marketing Community Steer Co.