

## Access to Experts



**Colin McConnell**

Senior Fellow

The Conference Board Marketing & Communications Center

Colin McConnell is a Senior Fellow in The Conference Board Marketing & Communications Center and Former Chief Brand Officer at Prudential. Colin is a solutions-focused C-level strategist with more than 28 years of experience in marketing and communications. He enjoyed a multi-decade career with Prudential Financial that included roles in human resources, communications, and marketing. At Prudential, he was responsible for building one of the world's top in-house advertising agencies, revitalizing the company's brand with the ground-breaking Bring Your Challenges campaign, driving digital transformation, and leading a major integration of corporate marketing and global communications.

Colin also played key roles in the company's crisis response to class-action sales practices litigation and its communications strategy supporting Prudential's historic transition to a public company shortly after 9/11. Colin's consulting practice advises companies of all sizes, from large corporations to insurtech and fintech start-ups.