

Prudential Financial ranks 8th among LATINA Style Top 50 Companies
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Employee resource groups, diversity recruitment and supplier diversity cited

Prudential Financial, Inc. (NYSE:PRU) announced today that it was named by LATINA Style Magazine as one of the top 50 companies for Latinas in the United States. Prudential earned the number eight spot on the magazine's annual list of best companies in recognition of its supplier diversity program and of the use of the firm's employee resource group to retain Latinos within the company and the increase in Latina employees, including at the senior level. Prudential has ranked on LATINA Style's Top 50 report for 16 consecutive years.

"This award is a testament to our commitment to diversity and, equally as important, to inclusion," said [Michele C. Green](#), vice president and chief diversity officer for Prudential Financial. "We are proud to have earned a top 10 spot on such a prestigious list again, and look forward to doing the work required to stay on the list."

Prudential accepted the award during the 16th Annual LATINA Style 50 Award & Diversity Leaders Conference in early February. During the conference, Yanela Frias, vice president and chief financial officer for Prudential Annuities, shared insights on preparing Latinas to take over executive roles.

"Prudential consistently offers challenging and rewarding career opportunities," Frias shared. "I've always felt very supported whether through formal mentoring relationships, or important networks like our business resource group, the Hispanic Heritage Network."

In addition to providing professional development opportunities for employees, Prudential's [Hispanic Heritage Network](#) partners with the company on numerous business initiatives, including the recent release of the [Hispanic American Financial Experience survey](#). Released in January, the survey uncovers the financial attitudes, behaviors and priorities among Hispanic Americans. HHN was formed in 1993 and is one of the firm's six business resource groups.

"Being named to the LATINA Style 50 is a validation of our efforts to attract, develop and retain a diverse workforce, and to forge strong partnerships within the nation's fastest growing population," Green said.

"We are delighted to recognize Prudential for their efforts to create an environment where Latinas can flourish," said Robert E. Bard, president and CEO of LATINA Style Inc. "Consistently placing on the top ten of the LATINA Style 50, Prudential has demonstrated a genuine commitment to diversity and a clear understanding that diversity is a definitely competitive advantage in reaching the market place."

The LATINA Style 50 evaluates more than 800 US companies on issues that LATINA Style readers identified as most important to them in the workplace, including the number of Hispanic women executives and board members, outreach in the Hispanic community, employee benefits, alternative work policies, military recruitment, mentoring and leadership programs.

Prudential Financial, Inc. (NYSE: PRU), a financial services leader, has operations in the United States, Asia, Europe, and Latin America. Prudential's diverse and talented employees are committed to helping individual and institutional customers grow and protect their wealth through a variety of products and services, including life insurance, annuities, retirement-related services, mutual funds, investment management, and real estate services. In the U.S., Prudential's iconic Rock symbol has stood for strength, stability, expertise and innovation for more than a century. For more information, please visit <http://www.news.prudential.com/>

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