

**Prudential Financial again ranks among the top 10 on DiversityInc Top 50 Companies for Diversity  
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*Company noted for strong diversity management, recruitment and mentoring programs*

For the third consecutive year, Prudential Financial, Inc.'s leader-led diversity and inclusion strategy has earned the company a spot in the top 10 on *DiversityInc's* Top 50 Companies for Diversity list. Ranking eighth on the 2014 list, Prudential has been placed on the list every year since the survey's inception in 2001. Prudential ranked No. 8 in 2013 and No. 9 in 2012.

"Prudential views diversity and inclusion as an important area of focus among our employees, in the marketplace and in the communities where we live and work," Prudential's chairman and CEO John Strangfeld told *DiversityInc*. "Our talented and diverse employee base provides a competitive advantage and enables us to help our customers solve financial challenges today and for future generations to come."

*DiversityInc* recognized Prudential for its strong diversity management practices, including metrics reporting and impact from the company's six [business resource groups](#). The publication also ranks companies on 12 additional specialty top 10 lists. This year, Prudential [NYSE: PRU] ranked No. 4 on the recruiting list, recognizing the company's significant diversity in its workforce and among new hires, as well as in the talent pipeline into management. The company also ranked No. 9 for mentoring, in recognition of its best practices in that area and sponsorship initiative.

"Diversity and inclusion is integral to the strength of our talent, culture, business performance and identity," [Michele C. Green](#), vice president and Prudential's chief diversity officer told the publication. "Beyond representation, the practice of inclusion reflects the reality that diverse vantage points lead to success in the workplace, marketplace and community. We are committed to the ongoing journey of creating an environment of involvement, respect and connection."

This year marks the 14<sup>th</sup> year that the rankings have been determined and published. More than 1,000 companies took part in 2014. To participate, organizations must complete a 300-question survey, which is divided into four areas: talent pipeline, equitable talent development, CEO/leadership commitment and supplier diversity. Each company is judged within its own industry, and each application is vetted by the magazine's staff.

In recent years, *DiversityInc* has placed increased importance on business resource groups, cross cultural mentoring participation and best practices since they yield demonstrable human-capital improvements. Survey participation is free to any company with at least 1,000 U.S. workers.

"On the list every year since it was started in 2001, Prudential enjoys strong diversity leadership from Chairman and CEO John Strangfeld and Vice President and Chief Diversity Officer Michele Green," said *DiversityInc* CEO Luke Visconti. "Constant efforts to improve diversity management have led to enhanced metrics for employee resource groups."

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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