



Prudential hires Utkarsh Patel as global head of digital products

Transformation leader to deliver innovative customer-centric digital solutions to drive growth for Prudential

NEWARK, N.J., June 6, 2022 – Prudential Financial, Inc. ([NYSE: PRU](#)) announced today that Utkarsh Patel will join the company as global head of digital products, effective Monday, June 6, 2022. Patel will be responsible for transforming customer, client and advisor digital experiences to drive critical business outcomes.

Patel brings to Prudential deep expertise in digital transformation across asset management, banking, healthcare, and wealth management. Throughout his career, Patel has managed large-scale and complex business transformations for B2B and B2C companies across the globe, including First Abu Dhabi Bank, BBVA, Humana, Citigroup, and American Express. Patel joins the company from Wealth Enhancement Group, where he served as chief marketing and digital officer.

Patel will report to Prudential's chief customer officer, Hema Widhani, and join her Customer & Digital Senior Leadership Team within the Marketing organization.

"Utkarsh has extensive experience in leading digital transformation, identifying emerging trends, and delivering innovative solutions across various industries," said Widhani. "His background as a transformative leader enhances our team's digital-first and data-led approach to powering Prudential's growth and delivering industry-leading customer and client experiences that blend human touch with advanced technology."

Patel graduated from Drexel University with a bachelor's degree in marketing and finance.

About Prudential Financial

Prudential Financial, Inc. ([NYSE: PRU](#)), a global financial services leader and premier active global investment manager with more than \$1.5 trillion in assets under management as of March 31, 2022, has operations in the United States, Asia, Europe and Latin America. Prudential's diverse and talented employees help to make lives better by creating financial opportunity for more people. Prudential's iconic Rock symbol has stood for strength, stability, expertise and innovation for more than a century. For more information, please visit news.prudential.com.

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