

## **PGIM Investments names new global chief marketing officer**

**NEWARK, N.J., 13 Nov. 2017** - PGIM Investments has named Sheri Taylor Gilchrist global chief marketing officer, charged with helping to drive the company's strategy to expand globally. PGIM Investments is the global fund manufacturer of [PGIM](#), the \$1 trillion global investment businesses of U.S.-headquartered Prudential Financial, Inc. ([NYSE: PRU](#)).

Gilchrist, former managing director and global head of marketing services at Bank of New York Mellon, is the company's first-ever global CMO, hired to propel business strategy through initiatives that support its U.S. mutual fund and global UCITS platforms, which have \$96 billion in assets under management, as of 30 Sept. 2017.

"We are committed to delivering actively-managed multi-asset class solutions through a variety of investment vehicles to investors worldwide," said [Stuart Parker](#), president and CEO of PGIM Investments. "We're delighted Sheri has joined PGIM Investments, bringing leading-edge global marketing experience, including deep digital and data analytics experience critical to helping us grow our global footprint and brand."

PGIM Investments, which has launched 35 new funds in the U.S. within the last five years, ranks among the five fastest organically growing mutual fund firms in the U.S., according to Simfund<sup>1</sup>. Outside of the U.S., the company began building a UCITS platform in 2013 and has expanded its initial line-up to 26 funds as of 30 Sept. 2017.

At BNY Mellon, Gilchrist was the chief architect behind its marketing intelligence and automation platform, designed to improve the company's relationship with customers. Earlier, she was global head of relationship marketing at Eaton Vance. She has also held marketing roles at Harte Hanks, Epsilon, Young & Rubicam and American Express.

Gilchrist has a bachelor's degree in international relations and economics from the University of Melbourne in Australia.

### **About PGIM Investments**

PGIM Investments offers more than 95 funds across a broad spectrum of asset classes and investment styles, including 73 funds domiciled in the U.S. and 24 funds domiciled in Ireland. Ireland funds cannot be purchased by U.S. investors. Clients can also choose from a variety of investment vehicles such as closed-end funds, managed accounts, and target date funds. All products draw on PGIM's globally diversified investment platform that encompasses the expertise of managers across fixed income, equities and real estate.

**About PGIM and Prudential Financial, Inc.**

With 14 consecutive years of positive third-party institutional net flows, **PGIM** ranks among the top 10 largest asset managers in the world<sup>2</sup> with more than \$1 trillion in assets under management as of 30 Sept. 2017. PGIM's businesses offer a range of investment solutions for retail and institutional investors around the world across a broad range of asset classes, including fundamental equity, quantitative equity, public fixed income, private fixed income, real estate and commercial mortgages. Its businesses have offices in 16 countries across five continents.

PGIM is a business of Prudential Financial, Inc. (**NYSE: PRU**), a financial services leader headquartered in the United States with operations in Asia, Europe and Latin America. Its additional businesses offer a variety of products and services, including life insurance, annuities and retirement-related services. For more information, please visit [news.prudential.com](http://news.prudential.com).

Prudential Financial, Inc. of the United States is not affiliated in any manner with Prudential plc, a company incorporated in the United Kingdom.

<sup>[1]</sup> Simfund, as of 30 Sept. 2017 among top 50 competitors between 2008 and 3Q2017, excludes ETFs and money market funds

<sup>[2]</sup> Pensions & Investments: Largest Money Manager list, 2017 May, data as of 31 Dec. 2016.



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**Consider a fund's investment objectives, risks, charges, and expenses carefully before investing. The prospectus and summary prospectus contain this and other information about the fund (where applicable an investor must also review a fund's supplement and KIID). Contact your financial professional for a prospectus and summary prospectus. Read them carefully before investing.**

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