**Director, Generative AI**

[Prudential Financial](https://www.linkedin.com/company/prudential-financial/life) ·

**About the job**

Job Classification:  
  
Technology - Project Mgmt/Business Analysis  
  
**Our Business**Prudential Financial (NYSE: PRU), an industry leader in financial services for more than 140 years, is on a journey to become a higher growth, more nimble company - expanding access to investing, insurance, and retirement security for more people across the globe. We provide a wide array of financial products and services, ranging from individual life insurance, retirement, and annuities to asset management. With over $1.6 trillion assets under management and office presence in 20 countries across 5 continents, we help customers world-wide develop strategies for growing and protecting wealth.  
  
**About This Job**Our MarTech Team is seeking a leader to successfully lead our Generative AI strategy and implementation across the MarTech and Prudential Marketing organization. Prudential is committed to leveraging cutting-edge technology to revolutionize marketing strategies and enhance customer experiences. We're dedicated to pushing the boundaries of innovation, and we're seeking a visionary Director of AI to lead our AI initiatives in the realm of insurance and financial services marketing.  
  
We are seeking an experienced and forward-thinking Director of AI to spearhead the development and implementation of artificial intelligence strategies within our marketing area to gain increased productivity and overall effectiveness of our organization. The ideal candidate will have a deep understanding of existing and upcoming technologies and the financial services industry, with a proven track record of leveraging technology to drive marketing strategies, customer engagement, and operational efficiency.  
  
**Responsibilities:**

* Lead the design and implementation of the overall Generative AI strategy for Prudential Marketing.
* Develop and execute the AI roadmap for marketing, aligning with business objectives and driving innovation to improve productivity and efficiency. Partner with leaders across the organization to drive education and adoption of AI toolset.
* Implement changes to process/workflows, while introducing new tools to create efficiency and productivity gains across Marketing.
* Stay abreast of industry trends, emerging technologies, and best practices in AI, continuously evaluating and recommending new strategies to maintain a competitive edge.
* Partner closely with Generative AI Customer Data Office team to ensure alignment across our corporate AI initiatives.
* Work closely with Global Technology organization to implement new technologies.
* Partner closely with Data Analytics to determine and measure results enabling real-time decisioning.
* Develop KPIs/OKRs for Generative AI and continuously measure and iterate to ensure success.
* Work with MarTech leaders to help drive technology roadmap while advancing experimentation of Generative AI to drive positive outcomes for our organization.
* Coordinate with internal teams utilizing agile ceremonies and project management tools to manage tasks, and ensure all initiatives are completed on time and within scope and measured according.
* Identify and implement AI-powered solutions to optimize marketing campaigns, customer segmentation, personalized offerings, and predictive analytics.
* Collaborate with cross-functional teams to integrate AI solutions into existing systems and processes, ensuring scalability and efficiency.

The preferred work arrangement for this role is hybrid, working 2-3 days per week in one of Prudential's office locations.  
  
**Requirements:**

* 3+ years of experience in AI, machine learning, and data analytics, preferably within the insurance or financial services sector.
* 5+ years in financial services and/or insurance industry preferred.
* Bachelor’s degree with focus on Computer Science, AI, Data Science, or Marketing preferred.
* Strategic mindset with a focus on innovation, problem-solving, and driving business growth through AI.
* Strong leadership skills with the ability to inspire and manage multidisciplinary teams.
* Exceptional communication and stakeholder management skills, capable of articulating complex technical concepts to diverse audiences.
* Proven track record of leading AI initiatives, driving impactful results in marketing strategies and customer experiences.
* Interest working in an agile environment – fast-paced, dynamic, highly collaborative, and team-oriented.
* Bachelor’s degree with focus on Computer Science, AI, Data Science, or Marketing.
* Familiarity of current trends in overall MarTech trends and Marketing E2E processes.
* Familiarity navigating complex matrixed organizations and data environments.
* Start-up mindset, with optimistic entrepreneurial spirit.
* Data-driven decision maker with a test-and-learn mentality.
* Strong communication and interpersonal skills.

Note: Prudential is required by state specific laws to include the salary range for this role when hiring a resident in applicable locations. The salary range for this role is from $160,700.00 to $217,300.00. Specific pricing for the role may vary within the above range based on many factors including geographic location, candidate experience, and skills. Roles may also be eligible for additional compensation and/or benefits. Eligibility to participate in a discretionary annual incentive program is subject to the rules governing the program, whereby an award, if any, depends on various factors including, without limitation, individual and organizational performance. In addition, employees are eligible for standard benefits package including paid time off, medical, dental and retirement.  
  
Prudential Financial, Inc. of the United States is not affiliated with Prudential plc. which is headquartered in the United Kingdom.  
  
Prudential is a multinational financial services leader with operations in the United States, Asia, Europe, and Latin America. Leveraging its heritage of life insurance and asset management expertise, Prudential is focused on helping individual and institutional customers grow and protect their wealth. The company's well-known Rock symbol is an icon of strength, stability, expertise and innovation that has stood the test of time. Prudential's businesses offer a variety of products and services, including life insurance, annuities, retirement-related services, mutual funds, asset management, and real estate services.  
  
We recognize that our strength and success are directly linked to the quality and skills of our diverse associates. We are proud to be a place where talented people who want to make a difference can grow as professionals, leaders, and as individuals. Visit www.prudential.com to learn more about our values, our history and our brand.  
  
Prudential is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, national origin, ancestry, sex, sexual orientation, gender identity, national origin, genetics, disability, marital status, age, veteran status, domestic partner status , medical condition or any other characteristic protected by law.  
  
The Prudential Insurance Company of America, Newark, NJ and its affiliates.  
  
Note that this posting is intended for individual applicants. Search firms or agencies should email Staffing at staffingagencies@prudential.com for more information about doing business with Prudential.