



## CAROL E. ROBBINS

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### ***Executive Business Driver & Digitally Savvy Brand Builder***

Carol is a C-Suite multi-faceted financial services and marketing executive with broad operational and international experience. She builds differentiated, valued brands and leverages digital to drive business momentum and growth. She combines strategic and commercial acumen with marketing and general management expertise to offer value-added benefit in established and growing businesses. Carol drives digital facility across the enterprise and embraces the multi-channel rules of customer engagement. A results-oriented executive, she builds high performance, diverse teams. Successfully transitioning her skills across consumer packaged goods, printing/publishing and financial services, Carol is a versatile, strategic leader who inspires innovation, develops new products, and refocuses, integrates, restructures and transforms businesses. Carol is currently the principal of CER Consulting Services. She is providing branding, marketing and digital strategy services and strategic guidance to businesses to drive business development, create and implement brand-building plans and expand market operations. In this capacity, she serves as the Senior Managing Director, Branding & Business Development at Mid-Market Securities, LLC, providing the middle market with international investment banking services. She is also serving as Chief Marketing Officer for Precision Approach Marketing, which specializes in branding, marketing, and capital introduction for hedge funds and other investment products. She is a member of the board of directors for the Joy2Learn Foundation. She is a member of the Prado Capital Group Advisory Board and is also advising Abaxio Cyber Security Services, Inc. She was previously President for Adler Branding & Marketing Services where she helped the organization transition to a brand and business consultancy.

Carol held many leadership roles at Prudential Financial during her 16-year tenure. She served as Chief Branding Officer and Head of the eBusiness Development Group for the global enterprise. In this role, she developed, implemented, and oversaw the strategic direction of branding across the company. As the ongoing steward of the brand, Carol was responsible for insuring the global brand strategy encompassed the approach for facing the market in all of the company's regions, defining the internal business processes that support successful brand building, and facilitating the development of a corporate culture that helped to protect and enhance brand value over time. Leading the company's eBusiness Development Group, Carol drove its transformation to an enterprise agency and center of excellence for digital strategy, development, marketing, metrics, maintenance and operations. She employed the group's resident expertise in transitioning the enterprise to the digital age.

Prior to this position, Carol served as Chairman and Chief Executive Officer of Dryden Wealth Management Limited, the former international private client business of Prudential Financial headquartered in London. The business had 7 offices in Europe and Asia, including Dryden bank in Geneva, for which she chaired a new board of outside and inside directors. After repositioning, refocusing and transforming the business from brokerage to a client-centric wealth management model, Carol successfully sold the entire company at the end of 2005 to Fortis, a Benelux-based financial institution.

Previously, Carol led a wide range of global marketing and product management initiatives. She was Chief Marketing Officer for Prudential's international investments and Insurance business operations. Prior to this, she was responsible for marketing and product development in the US Private Client Group of Prudential Securities. During this time, Carol and her team conceived, developed and launched Prudential Advisor<sup>SM</sup>, the first financial advisor sold relationship-based investment advisory program on Wall Street that split advice and execution. Before joining Prudential in 1997, Carol was Vice President of Marketing and Product Development at the financial division of R.R. Donnelley & Sons. Among other innovations, Carol drove development and implementation of the first ever internet-based National Recognized Municipal Securities Information Repository. Carol was also part of the startup team and a Group Marketing Manager for household brands and cosmetics at Benckiser Consumer Products, an independent Marketing Consultant to the NY City Real Estate industry and the Manager for the startup and ongoing operations of Stagebill Theater Programs at Lincoln Center.

Carol holds a B.A. *cum laude* from Barnard College and an M.B.A. from the Graduate School of Business at Columbia University. She also completed executive education in Strategic Marketing Management at Harvard Business School. She is a member of the CEO Trust and the NACD.