

Andréa Potts

Vice President, Financial Wellness Product and Partnerships Prudential – Enterprise Capabilities



Andréa Potts leads Prudential's Financial Wellness Product organization, with oversight of the financial wellness offerings, including digital capabilities, partnerships, in-person and remote financial education services, and other solutions designed to improve individuals' financial wellness. She also leads operational readiness planning to bring new capabilities and products to market, ensuring service readiness, distribution enablement and marketing support. Additionally, Andréa leads the FW Access team which delivers Access enablement to the Go To Market teams to drive deeper relationships and adoption with Prudential's institutional clients and end consumers.

Andréa joined the Financial Wellness team from Group Insurance where she had oversight of the Pru Benefit Funding (PBF) technology platform, leading strategic initiatives, business case development, projects and processes, and client experience work. While in PBF, her role expanded to include project and process support for the entire Product business unit.

Prior to joining Prudential, Andréa spent much of her career building and leading a successful startup subsidiary for Hartford Life Insurance Company. While there, she held multiple positions and roles, including leading the marketing and sales operation, the managed account investment reporting unit, and building I.T. and business process platforms. In addition, she served in a product organization building private placement group variable life insurance products and services to enable the business to compete in the stable value bank owned life insurance (BOLI) and high net-worth marketplace.

Andréa holds a bachelor's degree in finance from the Rutgers School of Business and a Product Strategy certification from Northwestern University – Kellogg SOM. In addition, she is certified in Six Sigma Lean, a PROSCI change management certified practitioner, and a Project Management Professional (PMP). Andréa is licensed to sell insurance and holds FINRA Series 6 and 63 licenses.