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Christine Marcks Named 2015 EBRI Lillywhite Award Winner

WASHINGTON, DC—Christine C. Marcks, president of Prudential Retirement, has been named the winner of the 2015 EBRI Lillywhite Award, which recognizes outstanding lifetime contributions to Americans' economic security.



Christine Marcks

Marcks leads Prudential Retirement, a business unit of Prudential Financial, Inc., a leading provider of defined contribution, defined benefit, nonqualified deferred compensation plan administration, and institutional investment and risk management services to public, private, and nonprofit organizations.

During her tenure with Prudential Retirement, Marcks has been instrumental in a number of industry advances that support long-term financial security for millions of individuals, including the introduction of the industry's first Guaranteed Lifetime Withdrawal Benefit (GLWB) product designed for use in retirement plans and the creation of today's robust pension risk transfer market.

In addition, Marcks championed using research into common human behavior to help more people understand how their own behaviors might be sabotaging their retirement security.

“Over the past few years Prudential has sponsored a number of public experiments that help simplify complex financial issues for people who are trying to save for retirement,” Marcks said. “Many of these experiments became the basis for our recent advertising campaign. More recently, we created the Race for Retirement, a 4.01K fun run with a serious challenge: to get more Americans to pledge to increase their retirement savings by at least 1% more. We’ve seen engagement and positive actions increase significantly as a result of our focus on using behavioral science to improve retirement readiness.”

Prior to Prudential, Marcks was senior vice president and head of ING Financial Horizons, an advisory business focused on the pre-retiree market. Earlier in her career, she was responsible for the company's defined contribution and individual annuity businesses. Marcks also served as an international economist with the U.S. Treasury Department in Washington, DC. She has frequently testified before the U.S. Labor and Treasury Departments and is a frequent speaker at various global retirement conferences.

Marcks serves as the chair of the National Board of Directors of Y-USA, as a member of the Board of Directors of the Connecticut Business and Industry Association and on the Board of the Employee Benefit Research Institute. She also serves on the board of trustees of the Greater Hartford YMCA. She earned her bachelor's degree in foreign affairs from Assumption College (where she currently is a trustee), and her master's degree in economics from Georgetown University, and holds NASD series 7 and 24 licenses.

The Lillywhite Award is sponsored by the nonpartisan Employee Benefit Research Institute (EBRI), a nonprofit research organization based in Washington, DC. The award is named for Ray Lillywhite, a pioneer in the pension field with Alliance Capital, who for decades guided state employee pension plans. EBRI established the award in 1992 to acknowledge the contributions of individuals who have had distinguished careers in the investment management and employee benefits fields and whose outstanding service enhances Americans' economic security.

More information about the Lillywhite Award and a list of previous winners is online at www.ebri.org/programs/lillywhite/

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