



**Suzanne Schmitt**  
**Vice President, Financial Wellness,**  
**Prudential Workplace Solutions Group**

Suzanne is responsible for commercializing financial wellness' deployment strategy across Workplace Solutions Group, which includes Prudential's Retirement and Group Insurance businesses. Her primary responsibilities include acceleration of adoption of FW products, services and solutions; translation of data and competitive intelligence into actionable insights, positioning and distribution training; and leveraging outcomes and VOC to meaningfully differentiate Prudential's financial wellness portfolio.

Prior to joining Prudential, Suzanne served as Vice President of Family Engagement at Fidelity where she led the retail business' aging client strategy and family engagement program geared towards supporting lifetime client engagement and family financial wellness. She also led the firm's holistic life event experience strategy – including solutions bundling and partnerships – and strategic integration with the broader family financial wellness portfolio. Her core responsibilities included primary research, data analysis, translation of key findings into actionable insights, conversion of features into benefits, content and resource development, positioning and practice management.

Previously, Suzanne held roles as AVP, Consumer Insights for Lincoln Financial Group and Marketing Program Leader at Genworth Financial. In both capacities, she helped build out integrated strategies and execution plans; conducted primary research, data analysis and modeling; refined product development, service and partner positioning; authored content and thought leadership; conducted training; and built out practice management programs.

Suzanne holds a bachelor's degree in psychology and communications from Douglass college; a master's degree in organizational development and leadership from Gonzaga university as well as a certificate in servant leadership; and certificates in gerontology from the University of Southern California.