



Niharika Shah

**Vice President and Head of
Brand Marketing & Advertising
Prudential**

Niharika Shah currently leads Prudential's full service in-house and external agency to create memorable brand experiences. A technology-savvy marketer, she is driven by the idea of unlocking value in media, the power of storytelling and insightful content. Her portfolio includes overseeing Prudential's media investment in the U.S. and International Markets, Creative and Strategy development, and Prudential's Sponsorship, Social Media and Content Marketing practices. In the past, Shah has led brand and digital marketing for retail, financial services and consumer packaged goods companies.

In addition to an engineering degree in computer science from the University of Mumbai (India), Shah holds an executive MBA in marketing and entrepreneurship from The Rutgers School of Business.