

**George L. Palms, Jr.**  
**Senior Vice President, Advisory Services**  
**Prudential Retirement**

George L. Palms is senior vice president of Advisory Services for Prudential Retirement. In this role, he oversees the organization's investment product suite, plan compliance, actuarial services and the delivery of investment advisory services to existing and potential new clients. Additionally, he has overall responsibility for execution of the Due Diligence Program, including selection, monitoring and replacement of investment managers.

Previously, Palms has held a number of management and business development roles at CIGNA. Most recently, he was vice president of Joint Ventures & Strategic Alliances and led development of strategic partnerships to enhance the growth, profitability and capabilities of the business. Prior to that, Palms managed investment product development, including creation of new investment offerings and the firm's existing investment product portfolio. His responsibilities included strengthening the Due Diligence Advisor Program and developing an investment analytics capability to ensure rigorous oversight of fund managers. Additionally, Palms held strategy and business development leadership roles for CIGNA Investment Management and CIGNA's Individual Insurance business. Before joining CIGNA, Palms held investment and strategy roles at NAC Reinsurance Corporation and John Nuveen & Company.

Palms holds an MBA in finance and B.A. in economics from the University of Michigan