
Former AARP brand strategist moves to Jackson National Life

By Editorial Staff Thu, May 26, 2016

Emilio Pardo will be based in Nashville, reporting to Barry Stowe, chairman and chief executive officer of Prudential plc's North American Business Unit.

Emilio Pardo has been appointed senior vice president, chief marketing and communications officer responsible for branding, marketing and communications across the North American Business Unit (NABU) of Prudential plc.

The NABU includes Jackson National Life Insurance Co., the biggest seller of variable annuities in the U.S. in 2015, and its subsidiaries Jackson National Life Distributors LLC, and Jackson National Asset Management, LLC, and its U.S. affiliates National Planning Holdings, Inc. (NPH) and PPM America, Inc.

Pardo will be based in Nashville, reporting to Barry Stowe, chairman and chief executive officer of Prudential plc's North American Business Unit. He will join the Prudential plc Leadership Team, which consists of key senior managers across various business units of Prudential plc worldwide.

Most recently, Pardo served as the chief brand officer and a member of the executive team of AARP. He was responsible for strategy, management and integration of the brand throughout the organization, including more than 50 offices nationwide and 70 direct reports.

At AARP, Pardo was credited with a major brand transformation, including the creation of a new corporate identity for the organization and its affiliates. He also led the development of an enhanced social media and business partnership strategy to improve AARP's operational, service and value proposition.

For instance, Pardo conceived and launched the "Drive To End Hunger," "Divided We Fail," and "Create The Good" campaigns. recently, he led "Life Reimagined," an innovative financial, health and lifestyle platform designed to help individuals navigate life transitions. Pardo also facilitated partnerships with Uber, Google and Optum/United Health.

Before joining AARP in 2005, Pardo was senior vice president for Discovery Communications, Inc. Previously, he co-founded and served as chief executive officer and director of CityNet, a broadband network company. From 1990 to 2000, he worked at

FleishmanHillard International Communications. From 1986 to 1990, Pardo served as press secretary for U.S. Senator Ernest F. Hollings.

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