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**DAWN GOLDBACHER**  
HEAD OF SIMPLIFIED SOLUTIONS SALES AND DISTRIBUTION  
FOR INDIVIDUAL LIFE INSURANCE  
PRUDENTIAL

Since joining Prudential in 2008, Dawn has held numerous roles across Individual Life Insurance, Group Insurance and Enterprise Strategy. As a result, she brings a broad set of skills and experience in identifying, developing, and operationalizing strategic partnerships and other new market opportunities. As Head of Simplified Solutions Sales and Distribution for Individual Life Insurance, Dawn is responsible for the overall strategy, management, and execution of life insurance sales in order to reach underserved U.S. markets and help bridge the \$12T underinsurance gap.

Dawn began her career in financial services more than 20 years ago and maintains several professional designations. She holds an undergraduate degree from Rutgers University and earned her M.S. from Boston University, where she focused on disruptive technology and innovation. Dawn previously served on the Board of Directors for the American Bankers Insurance Association and currently is part of the Steering Committee for the Financial Institution Insurance Council. She is also passionate about mentoring women and recently served on the Board of Women Empowered. Dawn lives in Nevada her husband and their 3 cats.

