

PRUDENTIAL PLC
Form 6-K
October 28, 2009

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 6-K

REPORT OF FOREIGN PRIVATE ISSUER

**Pursuant to Rule 13a-16 or 15d-16 of
the Securities Exchange Act of 1934**

For the month of October, 2009

PRUDENTIAL PUBLIC LIMITED COMPANY

(Translation of registrant's name into English)

**LAURENCE POUNTNEY HILL,
LONDON, EC4R 0HH, ENGLAND**
(Address of principal executive offices)

Indicate by check mark whether the registrant files or will file annual reports
under cover Form 20-F or Form 40-F.

Form 20-F Form 40-F

Indicate by check mark whether the registrant by furnishing the information
contained in this Form is also thereby furnishing the information to the
Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes No

If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): 82-

Enclosures: Prudential PLC welcomes Nic Nicandrou as CFO

Embargo: 07:01am Wednesday 28 October 2009

PRUDENTIAL PLC WELCOMES NIC NICANDROU AS CHIEF FINANCIAL OFFICER

Prudential plc ("Prudential") today welcomed Nic Nicandrou as Chief Financial Officer and Board Director.

Nic joins Prudential from Aviva, where he has worked for eleven years in a number of senior finance roles, most recently as Norwich Union Life, Finance Director and Board Member. He was previously Aviva Group Financial Control Director and before that Aviva Group Financial Management and Reporting Director. Nic started his career at PriceWaterhouse Coopers, where he worked for ten years in both London and Paris, specialising in insurance and more general financial services.

Tidjane Thiam, Group Chief Executive, Prudential plc said:

"I am very pleased to welcome Nic to the Group. His knowledge and experience of the sector mean he is well suited to help lead Prudential to the next stage of its development. His expertise in financial management and reporting will ensure we continue our commitment to best in class disclosure and market communication. I greatly look forward to working with him."

Commenting, Nic Nicandrou, Chief Financial Officer, Prudential plc said:

"I am delighted to be joining Prudential as Chief Financial Officer and look forward to working with Tidjane and the team. Prudential is ideally placed in terms of its unique geographic and product exposure, capital strength and leadership capability."

ENDS

Enquiries:

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About Prudential plc

Prudential plc is a company incorporated and with its principal place of business in England, and its affiliated companies constitute one of the world's leading financial services groups. It provides insurance and financial services

through its subsidiaries and affiliates throughout the world. It has been in existence for over 160 years and has £245 billion in assets under management (as at 30 June 2009). Prudential plc is not affiliated in any manner with Prudential Financial, Inc, a company whose principal place of business is in the United States of America.

Forward-Looking Statements

This statement may contain certain “forward-looking statements” with respect to certain of Prudential's plans and its current goals and expectations relating to its future financial condition, performance, results, strategy and objectives. Statements containing the words “believes”, “intends”, “expects”, “plans”, “seeks” and “anticipates”, and words of similar meaning, are forward-looking. By their nature, all forward-looking statements involve risk and uncertainty because they relate to future events and circumstances which are beyond Prudential's control including among other things, UK domestic and global economic and business conditions, market related risks such as fluctuations in interest rates and exchange rates, and the performance of financial markets generally; the policies and actions of regulatory authorities, the impact of competition, inflation, and deflation; experience in particular with regard to mortality and morbidity trends, lapse rates and policy renewal rates; the timing, impact and other uncertainties of future acquisitions or combinations within relevant industries; and the impact of changes in capital, solvency or accounting standards, and tax and other legislation and regulations in the jurisdictions in which Prudential and its affiliates operate. This may for example result in changes to assumptions used for determining results of operations or re-estimations of reserves for future policy benefits. As a result, Prudential's actual future financial condition, performance and results may differ materially from the plans, goals, and expectations set forth in Prudential's forward-looking statements. Prudential undertakes no obligation to update the forward-looking statements contained in this statement or any other forward-looking statements it may make.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

Date 28 October 2009

PRUDENTIAL PUBLIC LIMITED COMPANY

By: /s/ Susan Henderson

Susan Henderson
Deputy Group Secretary