UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

**Pursuant to Section 13 or 15(d) of the
Securities Exchange Act of 1934**

Date of Report (Date of earliest event reported): November 11, 2013

PRUDENTIAL FINANCIAL, INC.
(Exact name of registrant as specified in its charter)

New Jersey	001-16707	22-3703799
(State or other jurisdiction of incorporation)	(Commission File Number)	(I.R.S. Employer Identification No.)

751 Broad Street
Newark, New Jersey 07102
(Address of principal executive offices and zip code)

(973) 802-6000
(Registrant's telephone number, including area code)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

¨ Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)

¨ Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)

¨ Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

¨ Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Item 5.02 Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.

On November 11, 2013, the Board of Directors of Prudential Financial, Inc. (the "Company") elected Douglas A. Scovanner as a director, effective November 11, 2013. Mr. Scovanner will serve as a member of the Company's Audit Committee. Mr. Scovanner is entitled to receive compensation as a non-employee director as described in the Non-Employee Director Compensation Summary included as Exhibit 10.29 to the Company's 2010 Annual Report on Form 10-K.

Attached as Exhibit 99.0 is a Company news release, dated November 11, 2013, announcing Mr. Scovanner's election.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits.

99.0	News release of Prudential Financial, Inc., dated November 11, 2013, announcing the election of Douglas A. Scovanner to the Board of Directors.

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 hereunto duly authorized.

Date: November 12, 2013

PRUDENTIAL FINANCIAL, INC.

By: /s/ Margaret M. Foran

Name: Margaret M. Foran

Title: Chief Governance Officer, Vice President and Corporate Secretary

Exhibit Index

Exhibit No.	Description
99.0	News release of Prudential Financial, Inc., dated November 11, 2013, announcing the election of Douglas A. Scovanner to the Board of Directors.

Exhibit 99.0

News Release

Prudential

Prudential Financial, Inc.
751 Broad Street
Newark, NJ 07102-3777
www.prudential.com

For Immediate Release
November 11, 2013

Contact: Scot Hoffman
(973) 802-2824
scot.hoffman@prudential.com

Prudential Financial, Inc. elects Douglas A. Scovanner to Board of Directors

NEWARK, N.J. – Prudential Financial, Inc. (NYSE: PRU) announced today that Douglas A. Scovanner has been elected to the company's Board of Directors as an independent director, effective November 11, 2013. Scovanner will be a member of the board's Audit committee.

Scovanner is currently the managing member of Comprehensive Financial Strategies, LLC, a firm that provides advisory services, primarily to the retail industry.

Previously, Scovanner was executive vice president and chief financial officer of Target Corporation until March 2012. During his 18-year tenure as CFO at Target, Scovanner provided strategic and financial leadership for the company through a period of substantial growth. Prior to joining Target, Scovanner served as senior vice president of finance at The Fleming Companies, Inc., and vice president and treasurer at Coca-Cola Enterprises Inc.

"With his keen business acumen, broad financial knowledge and demonstrated leadership, Doug will be a valuable resource to Prudential's board of directors," said John Strangfeld, chairman and CEO of Prudential Financial. "We are pleased to welcome him to our board, and we anticipate that our company will benefit greatly from his perspective and experience."

Scovanner has served on the boards of several organizations, including TCF Financial Corporation, the Minnesota Orchestral Association, and the Greater Metropolitan Housing Corporation. In addition, he is a former trustee of the Darden School Foundation of the Darden School of Business at the University of Virginia.

Scovanner earned an M.B.A. from the Darden School of Business and a bachelor's degree from Washington and Lee University.

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Prudential Financial, Inc. (NYSE: PRU), a financial services leader with more than $1 trillion of assets under management as of September 30, 2013, has operations in the United States, Asia, Europe and Latin America. Prudential's diverse and talented employees are committed to helping individual and institutional customers grow and protect their wealth through a variety of products and services, including life insurance, annuities, retirement-related services, mutual funds and investment management. In the U.S., Prudential's iconic Rock symbol has stood for strength, stability, expertise and innovation for more than a century. For more information, please visit http://www.news.prudential.com/.

Prudential