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): March 11, 2014

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.

Executive Changes.

On March 12, 2014, Prudential Financial, Inc. (the "Company") announced that Peter Sayre will retire as Senior Vice President, Controller and Principal Accounting Officer effective immediately. Mr. Sayre will assist with the transition of his responsibilities and has agreed to continue serving as a Senior Vice President to oversee several projects until he retires from the Company, effective October 31, 2014.

On March 12, 2014, the Company also announced that Robert Axel, 47, has been appointed as Senior Vice President, Controller and Principal Accounting Officer, to succeed Mr. Sayre, effective immediately.

Since 2010, Mr. Axel has been Vice President and Deputy Controller for the Company. In this role, he has been responsible for the Company's external reporting, including quarterly and annual filings with the SEC as well as regulatory filings with state insurance departments and the Federal Reserve. Previously, Mr. Axel was Vice President, Deputy Controller and Chief Accountant overseeing the accounting policy and finance function for the Company's Asset & Liability Management (ALM) unit. Before joining the Company, Mr. Axel was a Senior Manager in PricewaterhouseCoopers' financial services practice. He earned a B.A. in Accounting from Franklin & Marshall College. He is a Certified Public Accountant and a member of the American Institute of Certified Public Accountants.

Mr. Axel will participate in the compensation plans and arrangements applicable to senior officers of the Company, including the 2014 Long-Term Incentive Program.

A copy of the Company's news release, dated March 12, 2014, announcing the retirement of Mr. Sayre and the appointment of Mr. Axel is attached hereto as Exhibit 99.1 and incorporated herein by reference.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

The following exhibits are being filed as part of this Current Report on Form 8-K:

99.1	News release, dated March 12, 2014, of Prudential Financial, Inc. announcing the retirement of Peter Sayre and the appointment of Robert Axel as Senior Vice President, Controller and Principal Accounting Officer.

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.

PRUDENTIAL FINANCIAL, INC.

Date: March 12, 2014

By: /s/ Brian J. Morris
Name: Brian J. Morris
Title: Vice President and Assistant Secretary

Exhibit Index

Exhibit No.	Description
99.1	News release, dated March 12, 2014, of Prudential Financial, Inc. announcing the retirement of Peter Sayre and the appointment of Robert Axel as Senior Vice President, Controller and Principal Accounting Officer.

Exhibit 99.1

News Release

Prudential

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

For Immediate Release
March 12, 2014

Contact: **Bob DeFillippo**
(973) 802-4149

Robert Axel named Controller of Prudential Financial;
Peter Sayre to retire after 30 years of distinguished service

Newark, N.J. – Prudential Financial, Inc. (NYSE:PRU) announced today that Robert Axel has been promoted to senior vice president, controller and principal accounting officer, succeeding Peter Sayre and reporting to Chief Financial Officer Robert Falzon, effective immediately. Sayre will oversee several key projects until he retires from the company, effective October 31, 2014.

"Peter Sayre has served Prudential with distinction over the last 30 years and made numerous valuable contributions to the company, including helping Prudential complete its demutualization and transition to a public company," said Prudential CFO Rob Falzon. "The company has benefited significantly from Peter's financial acumen, deep understanding of our businesses and commitment to the development of talent. We wish him well in his future endeavors.

"I am also pleased that Rob Axel will be our next controller. Rob's appointment is a strong testament to Prudential's commitment to building a deeply talented finance organization," Falzon said. "As deputy controller, Rob has played a key leadership role in creating and implementing the highest standards of disclosure for the company's financial reporting to the SEC and our regulators, developing accounting, capital and risk management frameworks, and serving as executive sponsor for training and development initiatives across Prudential's finance organization. He is ideally suited for his new role."

Axel joined Prudential in 2001 as vice president, controller for the company's general account investment portfolio. He was named deputy controller in 2010 with responsibility for monitoring and implementing new accounting standards and ensuring company-wide compliance with U.S. generally accepted accounting principles (GAAP) and statutory accounting standards. Prior to joining Prudential, Axel was a senior manager at PricewaterhouseCoopers, where he oversaw independent audits of several major real estate and financial services companies. He earned a B.A. in Accounting from Franklin & Marshall College and is a certified public accountant. He is a member of the American Institute of CPAs (AICPA) and New York State Society of CPAs (NYSSCPA) and represents Prudential on the Accounting Committee of the American Council of Life Insurers. He also serves on the AICPA's Financial Reporting Executive Committee and has served on the Financial Accounting Standard Board's User Advisory Council.

Prudential Financial, Inc. (NYSE: PRU), a financial services leader with more than $1.1 trillion of assets under management as of December 31, 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 www.news.prudential.com.

Prudential