



Leading the charge on cloud transformation and tech learning

Learn how Prudential used Pluralsight and A Cloud Guru to launch a Best in Tech award-winning cloud transformation and build an integrated culture of learning.



The challenge

Upskilling to stay ahead

Even with its 150-year anniversary approaching in 2025, Prudential strives to operate with the mindset of a nimble, tech-forward company. The company wants to be seen as a career destination for top tech and data talent—and that means ramping up their investment in people. It also wants to become a premier destination for cloud computing.

The rapid pace of technological change made these even more pressing goals. Leadership knew that keeping up wasn't enough. If the company wanted to stay competitive, it needed to exceed customers' expectations. Prudential wanted to shift the focus from hiring to nurturing the exceptional talent the company already had. Leadership was in the market for a partner who could empower employees to learn the tech skills they needed to succeed, enhance the company's cloud credibility, and enable a culture of learning to take root at the organization.

Who we are

Prudential is a global leader in investing, insurance, and retirement security. They aim to improve lives by working to solve financial challenges for customers, from individuals to large-scale entities.



67

global offices

Headquartered in
Newark, NJ

19 million

global customers

Founded in
1875



A baseline of learning

“Basic tech skill development is table stakes. You have to be looking ahead and focusing on continuous learning to stay relevant and competitive.”

*Nicole Starling
VP of Strategic Transformation*

The solution

Building a culture of learning

Prudential started using Pluralsight Skills and A Cloud Guru in September 2022 with the launch of their Integrated Technology and Data Strategy initiative. The vast library of high-quality course content, interactive labs, and Skill IQ functionality have all been vital ways for team members to build the future-ready skills needed to reach business goals.

Since launching the initiative, Prudential has created 11 role-based learning paths aligned to priority job families across the organization. They've seen a 200% increase in skill-ups, with an average skill gain of 53%. Effective communication, driven by consistent messaging from top executives and engaging events, has fostered a learning-friendly environment.

Author talks and end user enablement sessions have also contributed to high engagement and significant progress in custom learning channels. The strategic partnership with ACG has advanced Prudential's cloud transformation with achievements in AWS certifications (a 30% increase) and course completion and the use of hands-on labs.

Key benefits of Pluralsight for Prudential

Personalized upskilling

With Pluralsight, Prudential employees learn as efficiently as possible and focus only on the skills they really need.

Cloud credibility

Prudential has launched a Best in Tech award-winning cloud transformation with ACG and seen a 30% increase in AWS certifications.

Continuous learning

Prudential has maintained over 70% employee engagement and driven a 200% increase in skill-ups since adopting Skills and ACG.

Practical assessments

Prudential uses Pluralsight's skill proficiency assessments to track progress and apply skill development toward business goals.

Next steps

Skilling up for a better future

Prudential's upskilling journey is just getting started. The company plans to stay focused on embracing and promoting the need for continuous learning to ensure they're really ready for the future. They aim to build a reputation as an employer of choice—not just because of what they do externally, but because of how they invest in their employees.

Prudential's learning strategy directly supports its technology strategy. The company doesn't treat them separately. Prudential intends to continue solidifying the links between learning and business goals and enhance its reputation as a cloud leader specifically. This will translate to wins for employees and customers.

Doing more with less

“ We have a very small team, and the partnership with Pluralsight has been successful in helping us drive what we need to do, and drive it with velocity.”

*Suzanne Bako
Learning & Development Director*

A partner, not a platform

“ We really see Pluralsight as an extension of our team. And the reality is we couldn't do what we do without this partnership.

Nicole Starling
VP of Strategic Transformation



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