

JCPenney news release

JCPenney Names Chief Marketing Officer

John Aylward joins Company to engage customers in new ways and enhance shopping experiences

LEWISVILLE, Texas (May 11, 2022) – JCPenney — the shopping destination for diverse, working American families — announces today the appointment of John Aylward as chief marketing officer (CMO), effective June 6, 2022.

Aylward assumes the role as the Company focuses on strengthening loyalty among its 50 million shoppers and transforms how it connects with customers. Aylward will help advance the Company’s omnichannel strategy to deliver a modern, seamless experience across stores and digital. He will lead the marketing strategy, creative, visual merchandising and store design, and customer engagement teams.

“The 120-year-old JCPenney brand is iconic. We must protect what the brand represents while evolving how it expresses who we are today,” said Marc Rosen, chief executive officer. “John will help fulfill our potential at this pivotal moment when JCPenney stands alone as a one-stop retailer. Additionally, John’s passion for purpose-driven work will be an important asset as we continue to provide offerings that promote inclusivity and celebrate the diversity of our customers.”

Aylward joins the Company from CARE, the global non-profit dedicated to ending poverty, where he served as CMO for five years. He has been a marketer in the U.S. and internationally for leading brands including HSN, DSW, Starbucks and Gap. Aylward earned bachelor’s and master’s degrees from University of Cambridge, and he is a graduate of the TRIUM Executive Master of Business Administration program.

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About JCPenney

JCPenney is the shopping destination for diverse, working American families. With inclusivity at its core, the Company’s product assortment meets customers’ everyday needs and helps them commemorate every special occasion with style, quality and value. JCPenney offers a broad portfolio of fashion, apparel, home, beauty and jewelry from national and private brands and provides personal services including salon, portrait and optical. The Company and its 50,000 associates worldwide serve customers where, when and how they want to shop – from jcp.com to more than 650 stores in the U.S. and Puerto Rico.

In 2022, JCPenney celebrates 120 years as an iconic American brand by continuing its legacy of connecting with customers through shopping and community engagement. Please visit

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