

## JCPenney Appoints New Chief Transformation and Strategy Officer

*Keith Melker joins the Company to drive its transformation agenda and define its growth strategy*

**PLANO, Texas — (Feb. 1, 2023)** – JCPenney — the shopping destination for America’s diverse, working families — announced today the appointment of Keith Melker as the chief transformation and strategy officer, effective February 1, 2023. Melker will be responsible for transformation, strategy and partnerships.

In this role, Melker will oversee the transformation office, ensuring that the company’s transformation initiatives are executed to maximize value creation, define corporate strategy as we continue the reinvention of JCPenney, optimize corporate processes and initiate strategic partnerships that deepen the company’s relationship with America’s diverse, working families. Key areas of focus include driving profitable consumer traffic, enhancing inventory management, further advancing digital growth, exploring strategic partnerships and evolving the value delivery model, among others.

“As we continue our transformation journey into 2023, we’re laser-focused on achieving our goals to better serve our customers as they turn to JCPenney for style and value,” said Marc Rosen, chief executive officer of JCPenney. “Keith’s extensive experience in transformation work and strategic leadership abilities will make him a valued advisor in this next step for our organization.”

Melker most recently served as Chief Executive Officer for Wehner Multifamily, a Texas-based property management company. Prior to that, he held the position of Chief Strategy Officer for Kimberly-Clark Corporation. He also has over a decade of experience supporting leading companies during his time at Boston Consulting Group where he was a Managing Director & Partner.

Melker holds a master’s degree in business administration from Harvard Business School and a bachelor’s degree in business administration from the University of Oklahoma.

Katie Mullen will remain Chief Digital Officer and continue to play a vital role in our transformation journey.

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### **About JCPenney**

JCPenney is the shopping destination for America’s diverse, working 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](http://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 [JCPenney’s Newsroom](#) to learn more and follow JCPenney on [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#).