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Draft Release | CCO Announcement

JCPenney Appoints New Chief Customer Officer

Katie Mullen moves into new role centered on driving strategies to transform customer engagement and accelerate company growth

PLANO, Texas (April 20, 2023) – JCPenney announced today the appointment of Katie Mullen as Chief Customer Officer. Previously serving as JCPenney’s Chief Digital Officer, Mullen will continue to oversee e-commerce strategy and omnichannel development, with an added emphasis on customer marketing, engagement, analytics and more.

Mullen will lead the company’s efforts to deliver an end-to-end integrated shopping experience that is relevant for today’s customers. A key focus of this new role is driving innovation in digital, data and analytics to transform how customers experience JCPenney. To deepen loyalty with existing and new customers, the company will continue to invest in experiences both physical and digital, powered by technology. This approach reinforces the company’s focus on providing a warm and welcoming experience for customers, but with a modern twist – an enduring part of our culture that continues to differentiate JCPenney today.

“A core part of JCPenney’s overarching transformation strategy and our shift back to the basics has been a relentless focus on our customer’s needs. There are encouraging signs that we’re on the right track. We’ve seen an uptick in customers returning to shop with us – an increase in customer frequency for the first time in five years – and they’re spending more,” said Marc Rosen, chief executive officer of JCPenney. “Creating space for Katie to link our digital technology, customer insights and personalization capabilities and to bring it to life through an integrated, end-to-end customer experience is a natural evolution of her role and will help take us to the next level.”

While at JCPenney and throughout her career, Mullen has leaned into the application of customer data analysis to support brand strategy. In her most recent role as Chief Digital Officer for JCPenney, Mullen played a vital role in supporting the company’s transformation journey, focused on the digital enablement of the organization.

“I’m looking forward to continuing to improve how JCPenney reaches and serves America’s diverse working families,” said Katie Mullen. “In our efforts to restore relevance with customers, we’ve sought to better meet their style, product and shopping preferences while also making our stores more reflective of the communities around us. I’m excited to work alongside our JCPenney leadership team to continue engaging customers in ways that matter most to them.”

Prior to joining JCPenney, Mullen served as the chief digital officer at Neiman Marcus Group. She led the \$1 billion neimanmarcus.com business and oversaw the performance marketing team responsible for product and category management, site merchandising, analytics, data science, promotions, drop-ship buying, e-commerce operations, establishing new sales channels and more. Mullen has a bachelor’s degree from Princeton University and a Master of Business Administration degree from University of Pennsylvania.

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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 to more than 650 stores in the U.S. and Puerto Rico.

In 2022, JCPenney celebrated 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](#), and [Twitter](#).

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