

JCPenney CEO Marc Rosen is interviewed by
JCPenney National H.C.S.C. Alumni Club president Bill Watson
in Huntsville, AL at the Southeastern RMG's
April 26, 2022, Event Banquet



At the request of our National Board, Southeastern Regional Meeting Group's President Bill Alcorn and I invited JCPenney's new CEO, Marc Rosen, to join their group at their annual April event that was held in Huntsville, AL. Marc graciously accepted the invitation and agreed to have a short interview with me at the concluding night's banquet.

Our group found Marc likeable, approachable and gave us a reason to believe that the JCPenney Co. will be successful. Marc has many years of retail experience dating back to his childhood performing stockwork at his granddaddy's store to a variety of senior leadership positions at Walmart and most recently at Levi Strauss & Co. He indicated that he is focused on leading transformational growth through the next era of the business and strengthening omnichannel capabilities to deliver a seamless shopping experience for customers.

To touch on a few of Marc's comments...

We are dealing from a position of strength; pursuing technology and environmental upgrades; adding additional brands and improving the JCPenney beauty experience; diversity and inclusion in merchandise and human resources; delivering on what customers want; always in-stock on basics; we're playing to win; no other retailer provides what we do; and perhaps his most dramatic expression of what he wanted to leave with us... **JCPenney is back!**

Marc, you have our support and well wishes. (Look for a writeup by Jeannette Seigel in our next edition of Partners magazine.)

Bill,
President