

JCPenney news release

JCPenney Taps New Executives to Lead Technology and Digital Organizations

Industry veterans Sharmeelee Bala and Katie Mullen will accelerate innovation as JCPenney continues its transformation

LEWISVILLE, Texas (Jan. 11, 2022) – JCPenney announced today two executive appointments to fortify the Company’s e-commerce and omnichannel investments.

Sharmeelee Bala has been named chief information officer (CIO). She will assume responsibility for the information technology (IT) organization and global technology systems that power the Company’s stores, operational centers and supply chain, and corporate functions. Bala will lead development of solutions to unite JCPenney’s physical assets with its evolving digital footprint.

Bala joins the Company from Gap Inc., where she held leadership positions since 2018 and most recently served as the head of product engineering. Bala also spent 20 years with Walmart in a number of technology and executive roles of increasing responsibility. She earned a master’s degree in engineering technology from BITS Pilani in India.

Katie Mullen becomes JCPenney’s chief digital and transformation officer (CDO). Mullen will lead the growth of the e-commerce business, including jcp.com, as JCPenney reimagines how consumers experience JCPenney no matter when, where, and how they want to shop. Mullen will also be responsible for driving enterprise strategy and the Company’s transformation agenda.

Mullen most recently spent nearly three years with Neiman Marcus Group, serving as chief transformation officer and then chief digital officer. Previously, she was a partner and managing director at Boston Consulting Group. Katie has a bachelor’s degree from Princeton University and a master of business administration degree from University of Pennsylvania.

“With a strong balance sheet and unique products and services backed by our iconic American brand, JCPenney is a destination for best-in-class talent like Sharmeelee and Katie,” said Marc Rosen, chief executive officer. “Sharmeelee and Katie will be invaluable partners as we move forward with our digital journey and transform the business through technology and innovation.”

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About JCPenney

JCPenney proudly serves customers at more than 650 stores across the United States and Puerto Rico and at the Company’s flagship store, [jcp.com](https://www.jcp.com). JCPenney is one of the nation’s largest retailers of apparel, home, jewelry, and beauty merchandise with a growing portfolio of private and national brands. Guided by the Golden Rule, JCPenney employs more than 50,000 associates worldwide and has served customers for over 119 years, playing a vital role in the

communities it serves. For additional information, please visit jcp.com and follow JCPenney on [Facebook](#), [Instagram](#), and [Twitter](#).

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