

JENNIFER C. PETERSON

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"The success of an organization is not based on profit alone. Businesses must be respected in the community and aligned with causes that reflect integrity and a desire to have a positive long-term impact. Nothing else more effectively builds brand loyalty or produces an engaged work team – and that leadership starts at the top."

Jennifer C. Peterson

SENIOR MANAGEMENT EXECUTIVE – CEO, CMO, COO | For-Profit | Non-Profit Building & Revitalizing Brands, Leading Turnarounds, Driving Viable Growth & Change

Business executive with multilayered background guiding top-tier organizations and start-ups through brand-building, operational restructuring, market expansion, and digitally integrated, multichannel strategies driving profitable growth and organizational vitality.

- Selected Brand Involvement: Sears, NutraSweet/Equal, Wendy's International, Lane Bryant, Victoria's Secret/PINK, C.O. Bigelow, and Jewell.
- Operations Management: Reversed a double-digit underperforming operation to a position of +34% growth – 10 consecutive quarters of comp growth.
- Multimedia Marketing: Directed all media marketing initiatives for the annual Victoria's Secret Fashion Show, which generated the highest total viewership of women 18-34, with +71% growth over the previous year's broadcast.
- Social Media Strategy: Led Victoria's Secret PINK to be ranked as the #2 Retail Group on Facebook, second to Apple.
- Non-Profit Leadership: Served as President of CATCO from 2012 to 2013. Position involved extensive strategic operations and marketing leadership, which culminated in the organization's first-ever Strategic Operating Plan.

Regional | National | Global Business Initiatives ■ Community Non-Profit Board Direction

PROFESSIONAL EXPERIENCE

Steiner + Associates – Columbus, OH2015– Present

World-class real estate development company that is dedicated to providing mixed-use, open air lifestyle centers where people can shop, eat, work, live, play and be entertained. Founded on the principles of giving back and creating well being wherever possible.

■ Chief Executive, Easton

Oversee and lead 100+ team members and all aspects of the award-winning Easton Town Center and Easton Gateway, including Customer Experience, Tenant Relations, Marketing/Branding/Events & Animation, Property Operations & Landscaping, Security and The Easton Community Foundation, the brand's philanthropic arm. Easton is ranked among the top 30 highest-performing retail centers in America and has the highest specialty retail sales (\$1B) and overall volume in the state of Ohio.

JCP Brand Consulting, LLC – Columbus, OH2014 – 2015

Full-service boutique consulting firm providing brand, business and retail advisement to mature, evolving and new organizations and non-profits.

■ President/Owner

Counsel owners and executive teams on strategies to expand brand recognition, assortments, new product concept generation, utilization of media options, organizational restructuring practices to increase performance and profitability, and open new revenue pipelines for increased growth.

Jewell, LLC – Johnstown, OH 2013 – 2014

Start-up fashion handbag and accessories brand marketed to independent representatives across the U.S.

■ Vice President, Product and Marketing

Key member of executive team that created business concept and launched this start-up operation. Led all aspects of product development and marketing, infrastructure and process controls, and operations management. Oversight included a team of 11 cross-functional professionals managing product merchandising, design and sourcing, along with marketing directives including branding, creative and digital communications.

- **New Business Launch:** \$5MM business was successfully launched and attracted 500 representatives in 45 states.

L Brands (formerly Limited Brands) – Columbus, OH 1997 – 2012

Leadership roles in marketing, creative/visual, merchandising, store and operations management for \$10B retailer.

■ C.O. Bigelow: Brand Vice President & General Manager (2008-2012)

Led all business and brand initiatives for sophisticated apothecary/beauty concept stores, generating \$10M annually in sales across two markets – Columbus and Chicago. Directed product development, merchandising, marketing/branding including digital initiatives, as well as store operations, finance and MP&A. Built and cultivated a best-in-class team. Led over 100 Store Associates, 6 Home Office professionals, creative and visual consultants as well as an outside digital-agency partner.

- **Consecutive Growth:** Brought in to overhaul the Bigelow brand and reverse a -26% sales performance. Strategic business and brand realignment resulted in 10 consecutive quarters of double-digit comp growth, ranging from +10-14%.
- **Strategic Assortment Shifts:** C.O. Bigelow branded product assortment, the key profit driver, grew from 15% of business to more than 45%, with sales volume increasing +26%. Launched new COB Home Fragrance Category in late 2009, which grew quickly and was delivering over \$500K by year two. In addition, strategically identified and developed 9 exclusive new branded Body Care Collections, with assortments delivering more than \$150K in incremental sales.
- **Key Brands and SKU Productivity:** Strategically edited 126 brands down to 35 “best”. Focused efforts and resources on maximizing 16 key “BIG Brands” and SKU productivity ~ these brands most naturally complemented the Bigelow brand. Utilizing compelling storytelling, selling strategies and visual focus in Shops, these businesses consistently ran +12-25% YOY and, along with COB, and accounted for 90% of total sales.

■ Victoria’s Secret PINK: Vice President of Marketing (2006-2008)

Led all marketing, brand strategy initiatives, and programs for \$1B PINK brand in Victoria’s Secret and 9 freestanding stores, including all in-store, digital, CRM, advertising, and on-campus activities. Managed a \$30M budget, led a team of 4 and drove strategy and creative alignment through collaboration with cross-functional partners.

- **New Marketing Strategies:** Initiated Traffic-Driving programs, which drove total store +2-10% and PINK sales +10-20%. Launched “Pop Up” store/campus strategy generating sales revenue of over \$250K, with per campus sales ranging from \$5-\$20K.
- **Digital Expansion:** Introduced branded PINK website, which drove 300K+ visitors per month and \$200-\$500K in demand to VS.com. Synchronized online experience between VS.com and VS.PINK for Back-to-School ’08 campaign, producing a 200% traffic up-tick and +30% more total sales volume.
- **Customer Relationship Management (CRM):** Developed creative approach to CRM and Redemptive Print programs, utilizing PINK branded photography, which drove over \$30M in incremental sales and over 2M new customers to the business.

■ Victoria’s Secret: Director of Marketing (2004-2006)

Drove marketing strategy, planning and execution for \$4B (over 1,000 stores) Victoria’s Secret brand. Developed and implemented strategic launch of the new PINK brand, as well as key Bra Launches supporting the *Very Sexy*, *Angels* and *Sexy Little Things* sub-brands, with emphasis on Store Windows/POS, CRM TV, Print, PR, Promotion and Events, as well as critical Digital plans.

- **Product Launch Performance:** Promoted integrated alignment cross-functionally and across the VS Megabrand; launch performance grew +10-30% YOY; sub-brand portfolio accounted for over 40% of total annual Victoria’s Secret revenue.
- **Online and On-Campus Marketing:** Drove aggressive online and on-campus promotions and incentives, including Brand Ambassador program, which drove PINK sales +15-30% and grew E-mail database by +700%.

■ Bath & Body Works: Director of Marketing - Flagships (2003-2004)

Drove new “Apothecary of the 21st Century” positioning for the store-of-the-future concept, including all marketing, merchandising & visual strategies to support key promotional activity across 65 Flagship stores. Strategized and led store promotions including all Grand Opening/Re-Openings, In-Store POS and Branding, CRM targeted to “best”, PR, special events and vendor partnerships.

■ **Lane Bryant: Director of Marketing and Brand Development (2000-2003); Marketing Director (1997-1999)**

Directed marketing and promotional activities for \$1B plus-size women’s apparel retailer with 800+ stores nationwide. Launched website, directed and negotiated advertising, initiated and led breakthrough customer insights work and wrote plan for strategic re-positioning of brand.

Bates Worldwide Advertising – Dublin, OH 1994 – 1996

Account Supervisor – Wendy’s International, Inc.: Oversaw all national advertising campaigns and focus group research.

Ogilvy & Mather Worldwide – Chicago, IL 1988 – 1994

Account Manager – The NutraSweet Company/Equal Brand Sweetener; Sears, Roebuck and Co.

Board Positions, Community Involvement, and Recognitions

Board of Trustees	Leadership Columbus	2019 --- Present
Member, Gun Violence Prevention Taskforce	First Community Church	2018 -- Present
Member & Women’s Leadership Initiative	Urban Land Institute (ULI)	2017 -- Present
Board of Directors; Development Co-Chair	Center for Healthy Families	2017 -- Present
Certified Tourism Ambassador	Experience Columbus	2016 -- Present
Member	Columbus Metropolitan Club	2015 – Present
Member	International Council of Shopping Centers (ICSC)	2016 -- Present
Board of Directors; Communications Chair	Dress for Success Columbus	2010 – 2016
Rider/Community Advocate	Pelotonia	2010 -- Present
Board of Directors; President (2012-2013)	CATCO-CATCO is Kids Theatre Co.	2008 – 2016
Board of Directors; Numerous Committees	Junior League of Columbus	1994 – Present
Member	NAWBO (Women Business Owners)	2015 – 2016
Advisory Board	Wardrobe Therapy, LLC	2012 – 2013
Board of Directors; Executive Team VP	Western Reserve Academy	1994 – 2004

**“Forty under 40” Achievement Award, 2001 – Columbus Business First
Upper Arlington Issue 52 School Levy Campaign, 2014 – Social Media Chair
Leadership Columbus Class, 2016**

**ICSC Silver MAXI Award for Marketing Excellence in Cause Related Marketing, 2017 – Columbus Mac & Cheese Festival at
Easton/OSUCCC – James NextGen Ambassadors Society
“Smart 50” Honoree 2017 – Smart Business Columbus**

**ICSC Silver MAXI Award for Marketing Excellence in Sales Activation, 2018 – 6th Annual Easton Fashion Night
ICSC Silver MAXI Award for Marketing Excellence in Digital/Social Marketing, 2018 – Easton Persona-Based Content Marketing
Northwest Volunteer of the Year Award Honoree, 2018 - Upper Arlington Rotary
ICSC Silver MAXI Award for Marketing Excellence in Revenue Generation, 2019 – Easton Shop/LAB
Business First Corporate Citizenship Award Honoree, 2019
WELD’s 2020 Women WELDing the Way Calendar Honoree**

See [LinkedIn Profile](#) for Additional Details on Board Positions and Contributions

University of Michigan – Ann Arbor, MI • Bachelor of Arts in Psychology, 1988