

JENNIFER C. PETERSON

CHIEF EXECUTIVE, EASTON – STEINER + ASSOCIATES

Jen joined Steiner + Associates in 2015 and oversees the entire Easton property in the Chief Executive role. She is responsible for creating an environment that enhances the customer experience, drives tenant sales and positions Easton for continued growth. She works to create an emotional connection between Easton and its guests, delivering compelling, engaging and memorable experiences. As well, in her role, she leads the Easton Community Foundation work, which gives back to the community through charitable gifts, partnerships, event support and volunteerism. The Foundation has put over \$7M into local non profits since its inception.

Prior to joining Steiner + Associates, she led a prolific career in branding, marketing and merchandising. She most recently worked as a consultant with the company she started, JCP Brand Consulting, and prior to that as Vice President, Product & Marketing for Jewell, a fashion handbag & accessories start-up in the direct sales arena.

Jen has held numerous roles within the branding & fashion retail industry, including 16 years with L Brands. Her first role there was with Lane Bryant, a plus-size women's apparel retailer, which she re-positioned to be a *fashion* brand. During her time with Victoria's Secret, she was an integral part of the team responsible for launching the PINK brand, now delivering over \$1 billion in sales. As Vice president, Brand and General Manager for C.O. Bigelow Shops, she delivered turnaround results, including 11 quarters of double-digit growth.

A University of Michigan graduate, Jen earned her Bachelor of Arts in Psychology. She has always been very active in her community, currently serving on the Board of Directors for The Center for Healthy Families, as well Leadership Columbus, where she was part of the Graduating Class of 2016. She is also a member of the Gun Violence Prevention & Safety Taskforce at First Community Church. She held previous Board of Director positions with Dress for Success Columbus (2010-2016) and the CATCO Theatre Company (2008-2016), where she was Board President during the 2012-2013 seasons, as well with The Junior League of Columbus and Western Reserve Academy (Hudson, OH). Jen resides in Upper Arlington with husband, Chris, and three children: Isabelle "Issy" (18), Amelia "Millie" (16) and Harrison "Harry" (14).