

# Liz Sweney

## TAM Executive in Residence

Executive Vice President  
General Merchandise Manager of Women's Apparel

**JCPenney**

Please join us on

**Tuesday, October 30th, 2007**

in the ***Great Room*** at the  
***Reynolds Alumni Center***

9:00 - 9:30 a.m.  
**Coffee Reception**

9:30 - 10:45 a.m.  
**"How to Create Private  
and Exclusive Brands"**

11:00-11:50 a.m.  
**"Things You Always Wanted to Know  
About the Corporate World"**



Liz H. Sweney is executive vice president and general merchandise manager of women's apparel, the largest division in the JCPenney Company. Under her leadership, JCPenney has launched a number of successful private and exclusive designer brands, including a.n.a, Liz & Co., Bisou Bisou and Nicole by Nicole Miller. Liz joined JCPenney in 2000. She previously held several senior-level positions at Kellwood Co., which she joined after 17 years with Montgomery Ward & Co.