



NEWS RELEASE

# J.Jill Names Kimberly Wallengren as Chief Marketing Officer

2026-04-28

Coach Veteran Brings Strategic Brand Building and Marketing Leadership Expertise

QUINCY, Mass.--(BUSINESS WIRE)-- J.Jill, Inc. (NYSE: JILL) today announced the appointment of Kimberly Wallengren as Senior Vice President, Chief Marketing Officer, effective April 27, 2026. In this role, Ms. Wallengren will work to advance the company's next phase of growth through the evolution of brand positioning, expanding customer reach and deepening consumer engagement.

With this appointment, J.Jill strengthens its marketing leadership structure, bringing brand, creative and marketing together under an executive leader with deep marketing experience as part of the company's strategy to expand its customer base and drive long-term growth. Ms. Wallengren will report directly to CEO and President Mary Ellen Coyne.

"We're excited to welcome Kimberly to J.Jill as we focus on expanding brand awareness and growing our customer file," said Mary Ellen Coyne, CEO and President of J.Jill. "Kimberly brings a strong track record of leading marketing strategies that have attracted new audiences and strengthened engagement with existing customers. She has a deep understanding of today's consumer and a proven ability to translate these insights into impactful campaigns and more effective ways to reach and engage customers, which will be critical as we look to our next phase of growth."

Ms. Wallengren, who has extensive experience developing and growing global brands, is a Coach veteran, most



recently serving as VP of Marketing for North America. At Coach, she defined the marketing strategy for North America and played a key role in expanding the brand's customer base by evolving its positioning to resonate with a broader, more diverse audience, all while maintaining strong engagement with its core customer. She also led notable initiatives across partnerships and digital platforms, including a first-of-its-kind partnership between a luxury fashion brand and the Women's National Basketball Association and campaigns within gaming environments such as The Sims 4 and Roblox. During her tenure, Coach was consistently recognized among the top brands on the Lyst Index, a quarterly ranking of fashion's hottest brands and products compiled by the fashion shopping platform Lyst.

Prior to joining Coach, Ms. Wallengren served as Head of Marketing for American Eagle's AE77 sustainable premium denim brand, leading business and marketing strategy as well as customer acquisition and retention efforts. She previously held leadership roles at adidas and New Balance, where she led marketing campaigns, developed global strategies, and built consumer engagement to drive profitability. She holds a BS, cum laude, in Psychology and Biology from Boston College.

"I'm thrilled to join J.Jill at such an exciting time for the company," said Kimberly Wallengren, SVP, CMO, J.Jill. "This brand has a strong foundation and a clear opportunity to connect with both existing and new customers in meaningful ways. I look forward to working closely with Mary Ellen and the team to build momentum and create experiences that inspire customers wherever they engage with us."

## About J.Jill, Inc.

J.Jill is a national lifestyle brand that provides apparel, footwear and accessories designed to help its customers move through a full life with ease. The brand represents an easy, thoughtful and inspired style that celebrates the totality of all women and designs its products with its core brand ethos in mind: keep it simple and make it matter. J.Jill offers a high-touch customer experience through about 250 stores nationwide and a robust ecommerce platform. J.Jill is headquartered outside Boston. For more information, please visit [www.jjill.com](http://www.jjill.com) or <http://investors.jjill.com>.

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Source: J.Jill, Inc.