



NEWS RELEASE

J.Jill Names Viv Rettke as the Company's First Chief Growth Officer

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Highly Experienced Retail Executive to Lead Growth Strategy

QUINCY, Mass.--(BUSINESS WIRE)-- J.Jill, Inc. (NYSE:JILL) announced the appointment of Viv Rettke to the newly created role of Chief Growth Officer, effective November 19, 2025. Rettke is a highly experienced consumer industry executive who has led growth strategies across the fashion, footwear, and food and beverage categories for Cole Haan, Reebok and Kraft Heinz. In her new role, Rettke will be responsible for direct channel performance, work closely with the senior leadership team to define and lead a holistic growth strategy aligning brand, marketing, and direct and retail sales channels, and lead the company's AI initiatives, reporting directly to CEO and President Mary Ellen Coyne.

"We are thrilled to welcome Viv Rettke to the J.Jill team as our first Chief Growth Officer," said Mary Ellen Coyne, CEO and President of J.Jill. "She has a proven ability to accelerate business growth at leading companies in fashion and other consumer industries. We're confident her deep expertise across brand building, corporate strategy, business transformation, and retail sales and operations will help us realize the untapped potential to expand our customer file and unlock new efficiencies and market opportunities."

Rettke most recently served as Chief Strategy and Transformation Officer at Cole Haan, where she developed and led an enterprise-wide strategy that successfully evolved the brand's positioning from a men's dress shoe brand to a dual-gender global lifestyle brand. Before that, she was Head of Transformation at Reebok, where she was responsible for digital sales acceleration, profit improvement, icon launches and fashion strategy. Prior to Reebok,

Rettke held a series of roles of increasing responsibility at Kraft Heinz, serving most recently as Ahold Head of Sales for Center Store. Earlier in her career, she was a consultant with Boston Consulting Group and a senior analyst and manager with CitiFinancial.

Rettke currently serves as a council member of F.A.I.R. (Fashion Artificial Intelligence Responsibility), an organization dedicated to driving the creation of a global framework for responsible AI adoption in the fashion and lifestyle industry. She holds a BA in Economics from Williams College and an MBA from the Kellogg School of Management at Northwestern University.

"I'm honored to join J.Jill and work with Mary Ellen Coyne and the company's talented leadership team to help drive its next phase of growth," said Rettke. "I look forward to honoring the brand's strong legacy while advancing a comprehensive strategy that aims to strengthen and sharpen our competitive position, expand our reach, and leverage data analytics and innovation—including AI—to deliver sustainable, profitable growth."

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 over 200 stores nationwide and a robust ecommerce platform. J.Jill is headquartered outside Boston. For more information, please visit www.jjill.com or <http://investors.jjill.com>.

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