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EXECUTIVE ADVISORY BOARD

Robert (Bob) Swan

Vice President of Human Resources

[JCPenney](#)

As Vice President and HR Business Partner for the JCPenney Company, Inc. Bob Swan is able to combine his retail management experience with his dedication to HR. Swan joined the JCPenney Company in 1984 shortly after receiving his bachelor's degree from the University of Washington.

Bob's expertise in and devotion to the merchandising industry is evident in his rapid rise through the management ranks of this well-known company. Swan began his career with JCPenney as a management trainee and quickly moved through various merchandise management positions at the store, district and regional levels. These positions included inventory, operational and HR responsibilities before assuming his current role.

Prior to his current role Swan spearheaded the development of a revitalized HR Systems department and was responsible for all aspects of HR systems development and integration; working in cooperation with department partners such as Benefits, Compensation, Employment Services, Organization & Design, Diversity and Community Relations.

In his current role, Bob supports strategic HR initiatives including succession planning, organization development, talent acquisition and strategies to make JCPenney a great place to work.

Bob is happily married with two children and resides in McKinney, TX.