

## MARK A. COHEN

mac2218@gsb.columbia.edu  
212 854 0630

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- EXPERIENCE**
- DIRECTOR of RETAIL STUDIES** July 2014 - Present  
**Columbia University**  
**Graduate School of Business**  
**Adjunct Professor**
- PROFESSOR OF RETAILING (by contract)** May 2006 – June 2014  
**Columbia University**  
**Graduate School of Business**
- CHAIRMAN AND CHIEF EXECUTIVE OFFICER** January 2001– August 2004  
**Sears Canada Inc.**
- Independent Canadian company whose majority shareholder is Sears Roebuck & Co. (54%).
  - \$6.5 billion CDN volume.
  - Operator of 122 conventional department stores (50/50 balance of sale, softlines to hardlines).
  - Operator of 48 off mall specialty home stores (furniture, appliances and mattresses) 140, dealer stores (appliances, lawn and garden, electronics and furniture and mattresses), 48 floor covering centers and 11 outlet stores.
  - Operator of Canada’s largest general merchandise catalog business serviced by over 2200 catalog service locations.
  - Operator of Canada’s largest retail web based business (Sears.ca).
  - Recently certified as a schedule 1 national bank in support of Sears Canada credit including Sears Mastercard, as well as ancillary financial products and services.
  - Operator of other consumer driven businesses such as travel, home improvement products and services, long distance telephone services, etc.
- PRESIDENT SOFTLINES, CHIEF MARKETING OFFICER** August 1999 – January 2001  
**Sears Roebuck & Co.**
- Responsible for all apparel, accessories, footwear, cosmetics, fine jewelry, home fashions and home furnishings.
  - Responsible for product development and world wide sourcing.
  - Continued responsibility for all corporate wide marketing.
- EXECUTIVE VICE PRESIDENT, MARKETING** December 1998 – August 1999  
**Sears Roebuck & Co.**
- Reorganized all marketing activities and staff into one central organization.
  - Redesigned corporate positioning program and creative presentation.
  - Responsible for all image, positioning, branding, promotion, multi-cultural marketing, event marketing, direct mail, customer data base management, as

well as specialty catalog marketing.

<b>SENIOR VICE PRESIDENT, MERCHANDISING Sears Roebuck &amp; Co.</b>	February 1998 – December 1998
▪ Responsible for accessories, fine jewelry, cosmetics, footwear, bed, bath, window, floor coverings, housewares and luggage.	
<b>CHAIRMAN/CHIEF EXECUTIVE OFFICER Bradlees Inc.</b>	1995 – 1997
<b>CHAIRMAN/CHIEF EXECUTIVE OFFICER Lazarus Department Stores</b>	1989 – 1995
<b>PRESIDENT Lazarus Department Stores</b>	1988 – 1989
<b>PRESIDENT Goldsmith's Department Stores</b>	1987 – 1988
<b>SENIOR EXECUTIVE VICE PRESIDENT PRESIDENT, SOUTH CENTRAL TERRITORY SENIOR VICE PRESIDENT, MEN'S AND BOYS WEAR Mervyn's Stores</b>	1986 – 1987 1982 – 1986 1981 - 1982
<b>DIVISIONAL VICE PRESIDENT, MEN'S WEAR Lord &amp; Taylor</b>	1979 - 1981
<b>GENERAL MANAGER Gap Stores Inc.</b>	1977 - 1979
<b>BUYER, MEN'S FURNISHINGS Abraham &amp; Straus</b>	1971 - 1977
<b>NUCLEAR TECHNICIAN International Atomic Energy Agency (IAEA), Universite Lovanium, Democratic Republic of the Congo (Zaire)</b>	1969 - 1970

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<b>EDUCATION</b>	▪ <b>MBA, Columbia University, New York</b>	1971
	▪ <b>BS ELECTRICAL ENGINEERING, Columbia University, New York</b>	1969